

Georgetown Streatery and Sidewalk Extension Survey Executive Summary

Survey Background

The Georgetown Business Improvement District (BID) installed sidewalk extensions (dedicated space for pedestrian activities - not outdoor dining) and streateries (dedicated space for outdoor dining only) on M Street and Wisconsin Avenue in April 2021 to create space for outdoor dining, improve the pedestrian environment, and help Georgetown recover from the pandemic.

After the streateries and sidewalk extensions were installed in 2021, the BID surveyed businesses, residents, and visitors to measure the impact the streateries and sidewalk extensions had on the community. This summer, the BID conducted follow-up surveys with the business community as well as with residents and visitors. The permit for Georgetown's sidewalk extensions and streateries expires in December 2023. The findings from the survey will help inform the future of the streatery and sidewalk extension program.

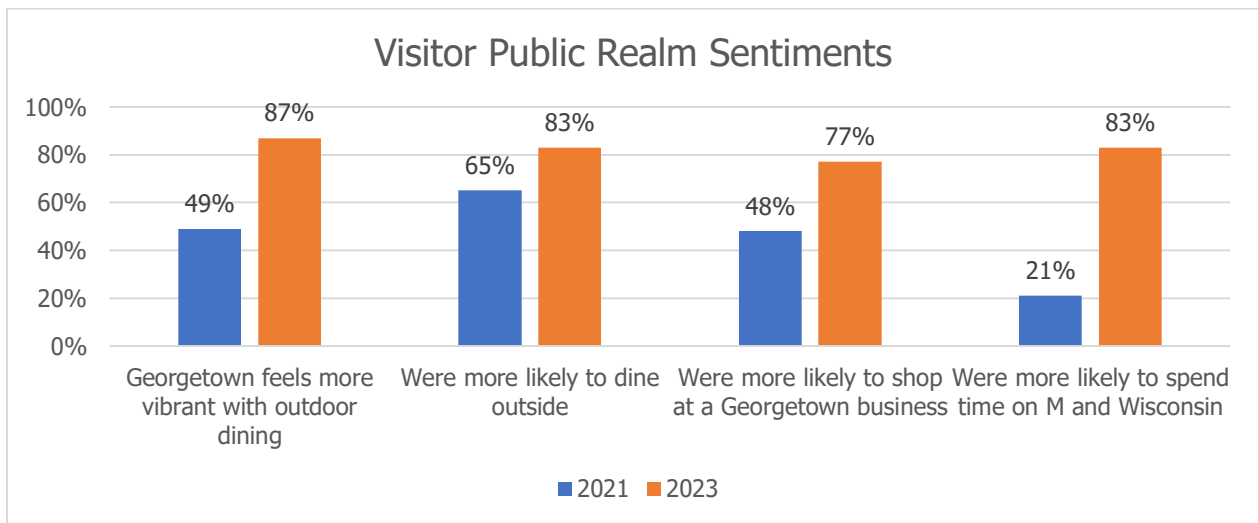
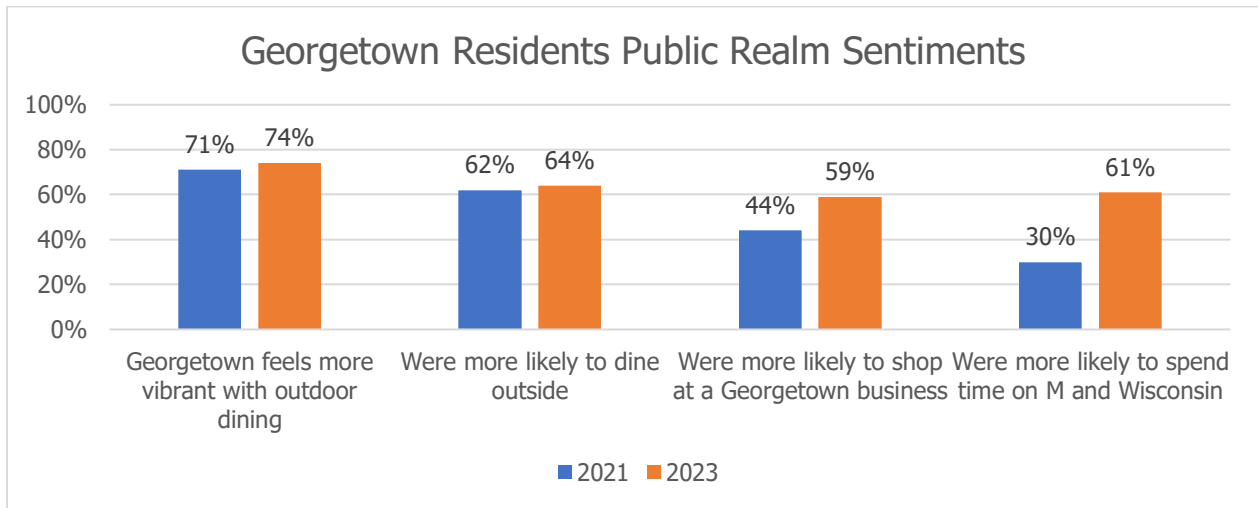
The 2023 survey was open for 5 weeks with respondents self-selecting to participate. The survey was distributed through the BID's marketing channels and shared with partners at the ANC and CAG, and neighborhood stakeholders.

Survey Findings

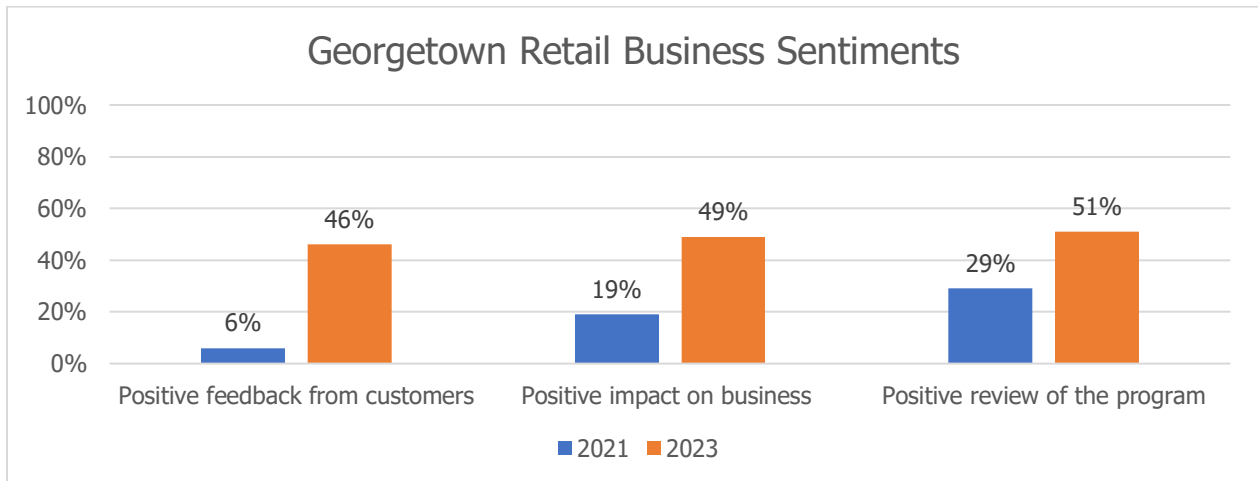
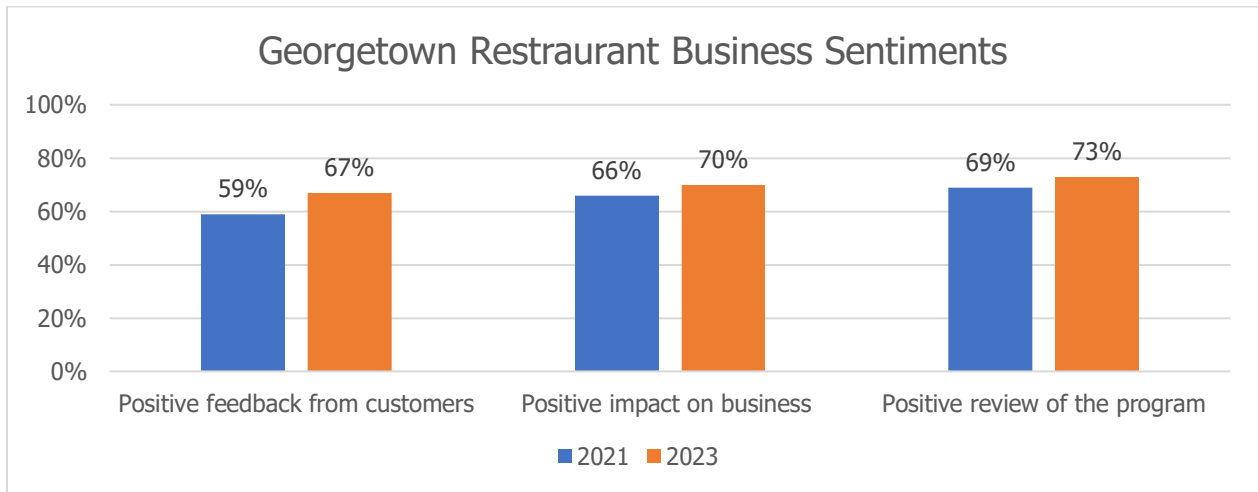
281 visitors, 250 Georgetown residents, and 92 businesses took the 2023 survey. The majority of visitors and Georgetown residents are satisfied with the streatery and sidewalk extension program and would like to see it continue into 2024.

- Of visitors, 83% are either satisfied or very satisfied with the streateries and sidewalk extensions (7% are dissatisfied and 6% are very dissatisfied)
- Of Georgetown residents, 64% are either satisfied or very satisfied with the streateries and sidewalk extensions (13% are dissatisfied and 18% are very dissatisfied)
- Of visitors, 82% would like to see the streateries continue into 2024
- Of Georgetown residents, 69% would like to see the streateries continue into 2024

From 2021 to 2023, the satisfaction rate across both visitors and Georgetown residents improved. In 2021, residents had a 50% satisfaction rate, with 44% of residents being dissatisfied with the streatery and sidewalk extension program. Similarly, Georgetown resident and visitor sentiment has improved around the impact the streateries and sidewalks have had on public space.



Similarly, the business community showed heightened support for the streatery and sidewalk extension program as compared to 2021, with the greatest support coming from the restaurant community and less support coming from retailers and service providers.



Next Steps

The BID will continue to address feedback on the program, from concerns related to traffic and freight management, to the use of temporary materials and aesthetic integrity of the jersey barriers and decking material. Moving forward, the BID will be working with the ANC, Citizens Association of Georgetown, and the District Department of Transportation to refine the program.

To see the full results from the 2023 Streatery and Sidewalk Extension survey, visit: georgetowndc.com/sidewalk-widening. If you have questions or comments about the survey and findings, feel free to reach out to us at: streatery@georgetowndc.com.