



## **Total Participants = 531**

- Georgetown Residents = 250
- Visitor Responses = 281

## **About the Survey**

- The survey was distributed through BID channels, ANC, CAG, and neighborhood stakeholders
- The survey was open for 5 weeks
- This survey was not scientific – participants self-selected

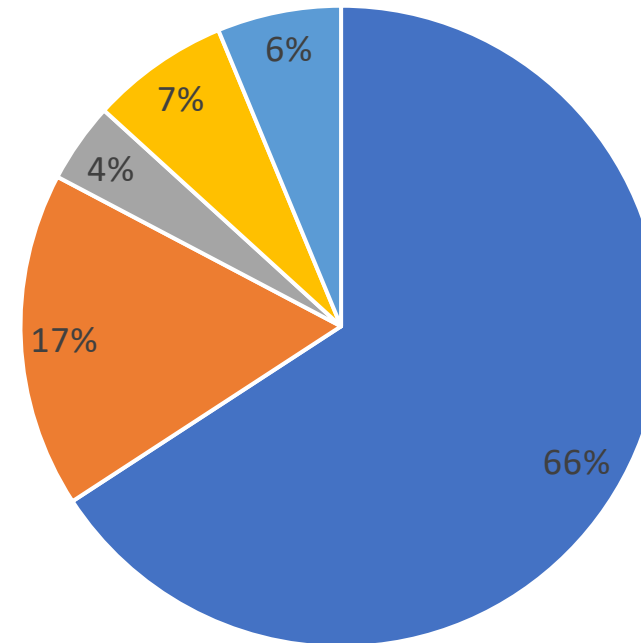


# Satisfaction rate of visitor respondents

Of **visitors**, 83% are either satisfied or very satisfied

- 7% are dissatisfied
- 6% are very dissatisfied

Overall, how satisfied are you with Georgetown's streatery and sidewalk extensions program? (visitors)



- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

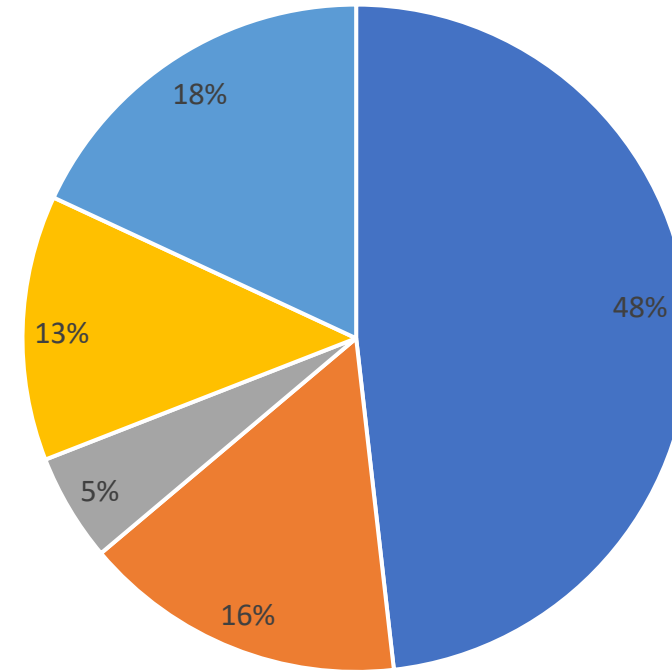


# Satisfaction rate of resident respondents

Of **Georgetown residents**, 64% are either satisfied or very satisfied

- 13% are dissatisfied
- 18% are very dissatisfied

Overall, how satisfied are you with Georgetown's streatery and sidewalk extensions program? (residents)



■ Very satisfied ■ Satisfied ■ Neither satisfied nor dissatisfied ■ Dissatisfied ■ Very dissatisfied

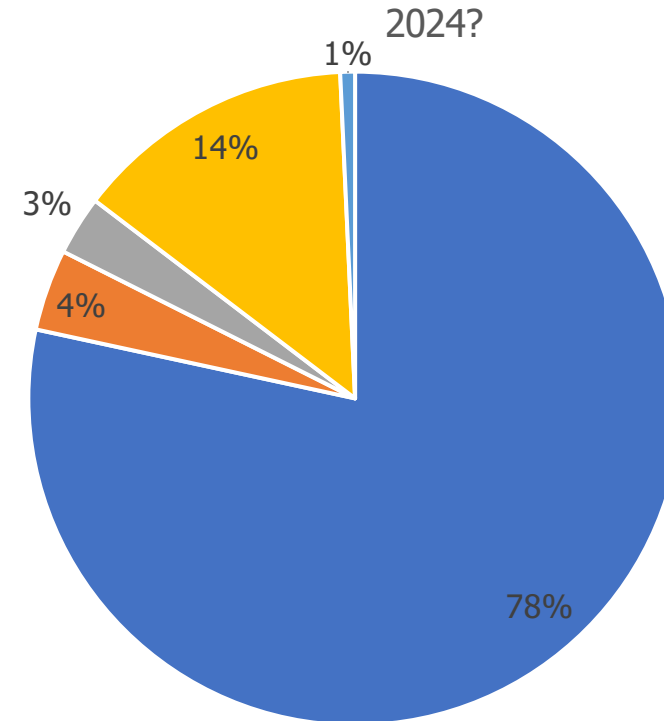


# A large majority of visitors want to see the streateries continue, with a smaller majority also supporting sidewalk extensions

## Visitor Responses:

- 82% would like to see the streateries continue
- 78% would like to see both the streateries and sidewalk extensions continue

The sidewalk extensions and streatory program is set to expire December 2023. Do you want to see this program continue in 2024?



- Yes, I'd like both streateries and sidewalk extensions to continue
- Yes, I'd only like to see the streateries continue
- Yes, I'd only like to see the sidewalk extensions continue
- No, I'd like both streateries and sidewalk extensions to be removed at the end of the permit period in December

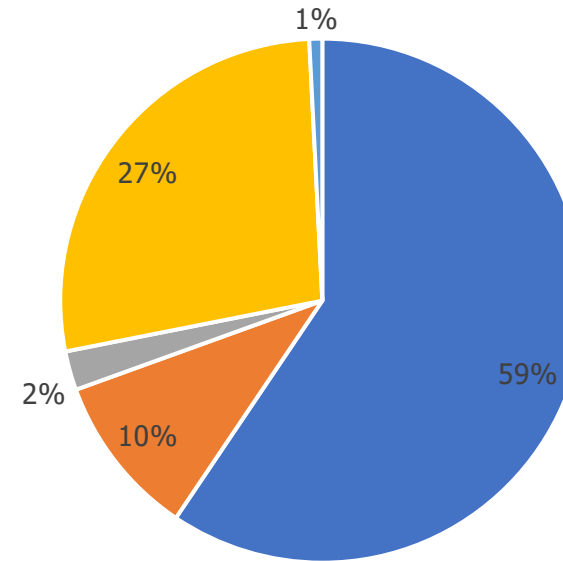


# A large majority of residents want to see the streateries continue, with a smaller majority also supporting sidewalk extensions

## Georgetown Resident Responses:

- 69% would like to see the streateries continue
- 59% would like to see both the streateries and sidewalk extensions continue

The sidewalk extensions and streatery program is set to expire December 2023. Do you want to see this program continue in 2024?



- Yes, I'd like both streateries and sidewalk extensions to continue
- Yes, I'd only like to see the streateries continue
- Yes, I'd only like to see the sidewalk extensions continue
- No, I'd like both streateries and sidewalk extensions to be removed at the end of the permit period in December
- No preference



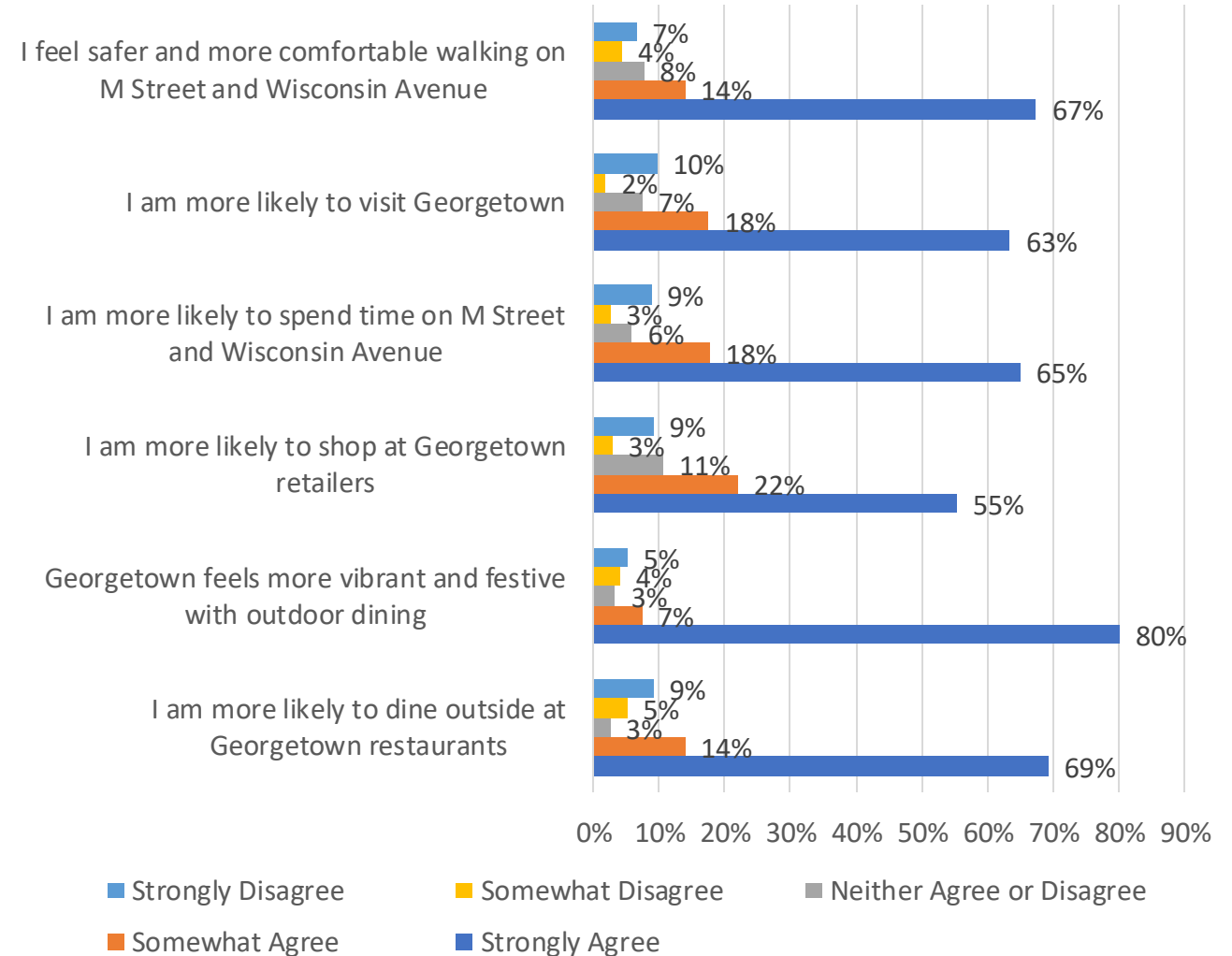
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# The majority of visitors agree that streateries and sidewalks extensions enhance the public realm and encourage spending more time in Georgetown

## Visitor responses:

- 87% think Georgetown feels more vibrant and festive with outdoor dining
- 83% are more likely to dine outside
- 83% are more likely to spend time on M St and Wisconsin Avenue
- 81% feel safer and more comfortable
- 81% more likely to visit Georgetown
- 77% more likely to shop at Georgetown retailers

Thinking about the past two years, please indicate whether you agree or disagree with the following statements:



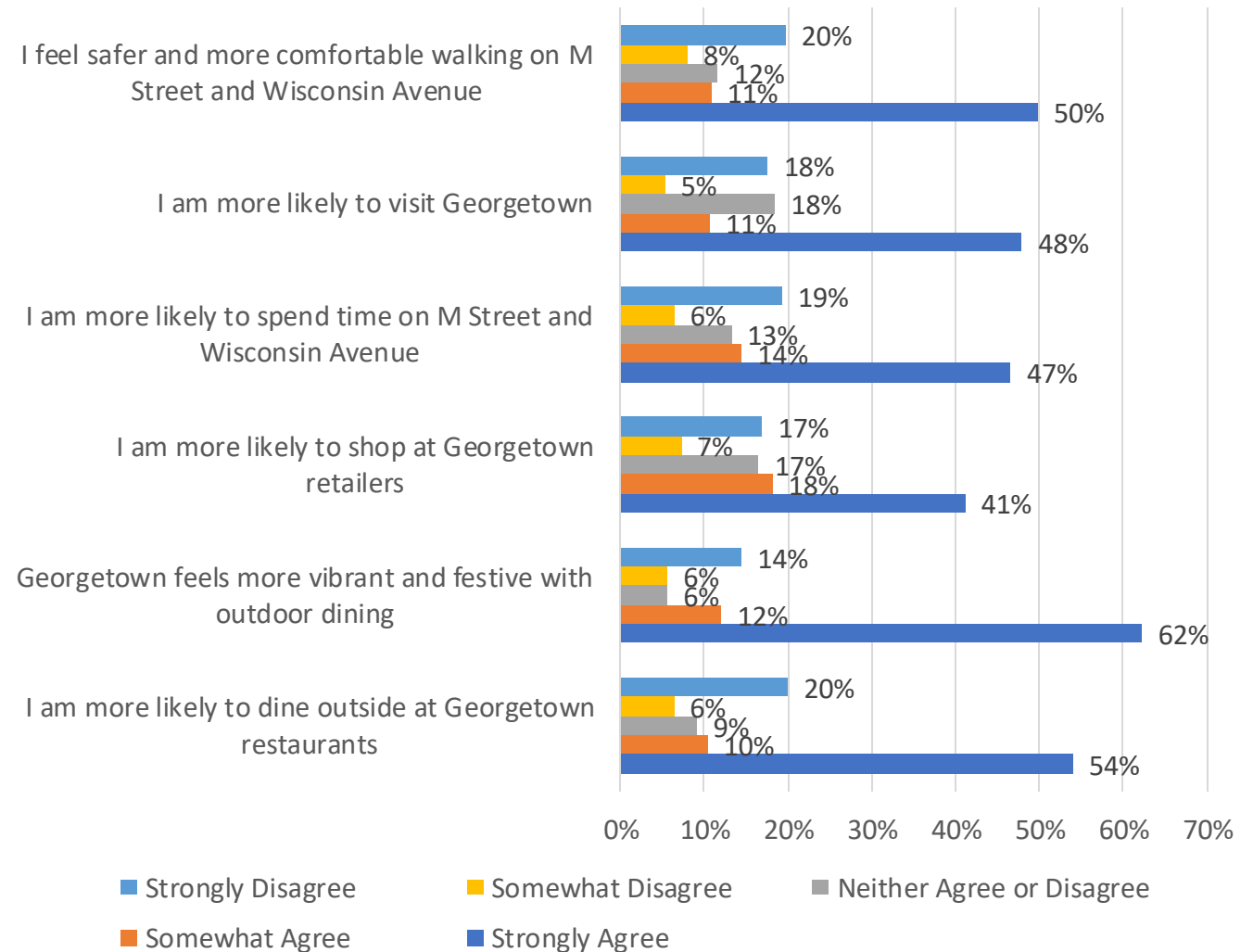


# The majority of residents agree that streateries and sidewalk extensions enhance the public realm and encourage spending more time in Georgetown

## Georgetown Resident responses:

- 74% think Georgetown feels more vibrant and festive with outdoor dining
- 64% are more likely to dine outside
- 61% are more likely to spend time on M St and Wisconsin Avenue
- 61% feel safer and more comfortable
- 59% more likely to visit Georgetown
- 59% more likely to shop at Georgetown retailers

Thinking about the past two years, please indicate whether you agree or disagree with the following statements:



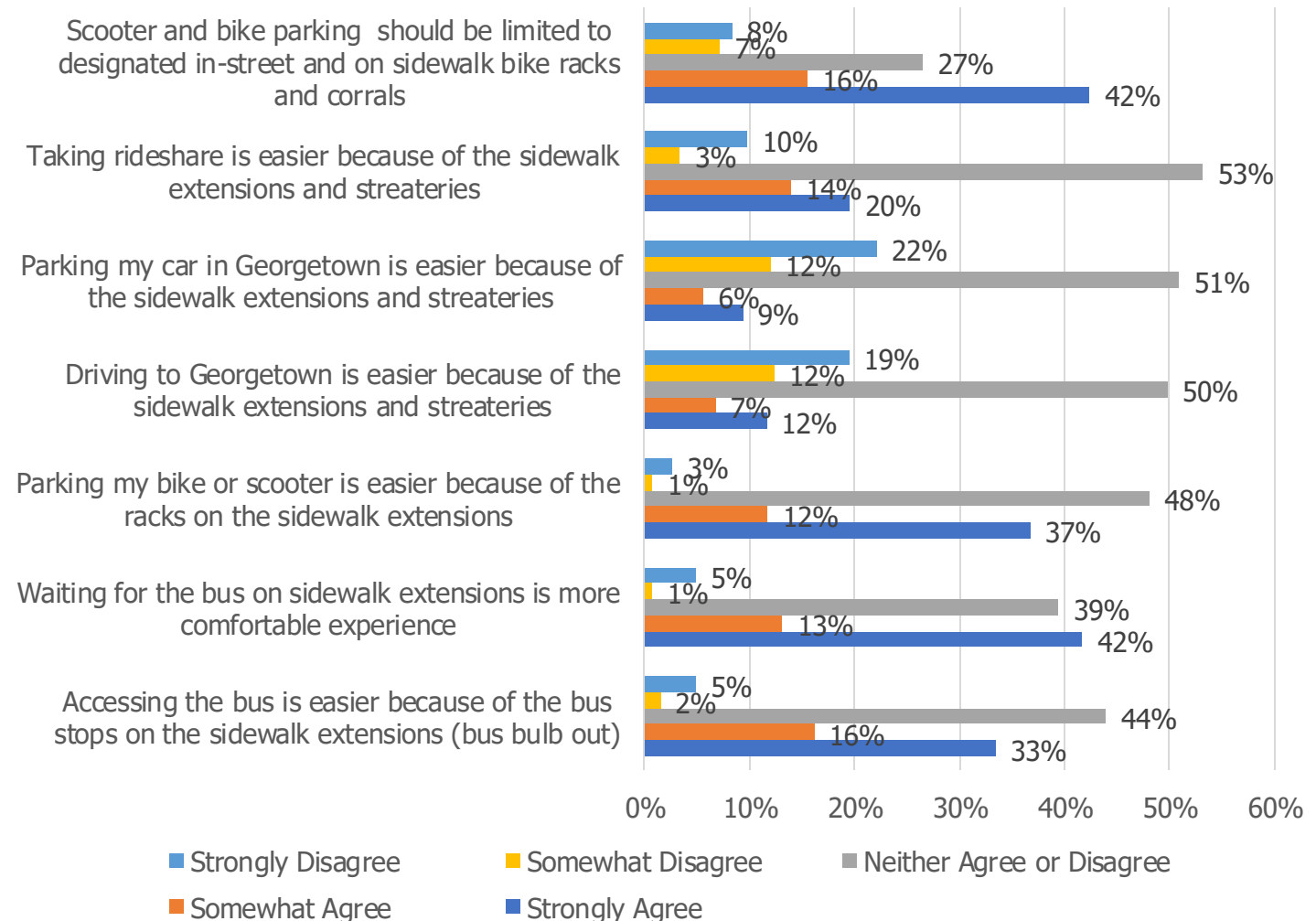


# When considering impacts to transportation, most visitors were neutral and do not think transportation has gotten significantly better or worse

## Visitor responses:

- 94% were neutral or agree that access to the bus is easier
- 94% were neutral or agree that waiting for the bus is more comfortable
- 97% were neutral or agree that parking their bike or scooter is easier
- 50% were neutral that driving in Georgetown is easier
- 51% were neutral that parking in Georgetown is easier
- 53% were neutral that taking rideshare is easier
- 84% were neutral or agreed that scooters and bikes should have dedicated parking

Thinking about your experience with transportation to and from Georgetown over the past two years, please indicate whether you agree or disagree with the following statements:





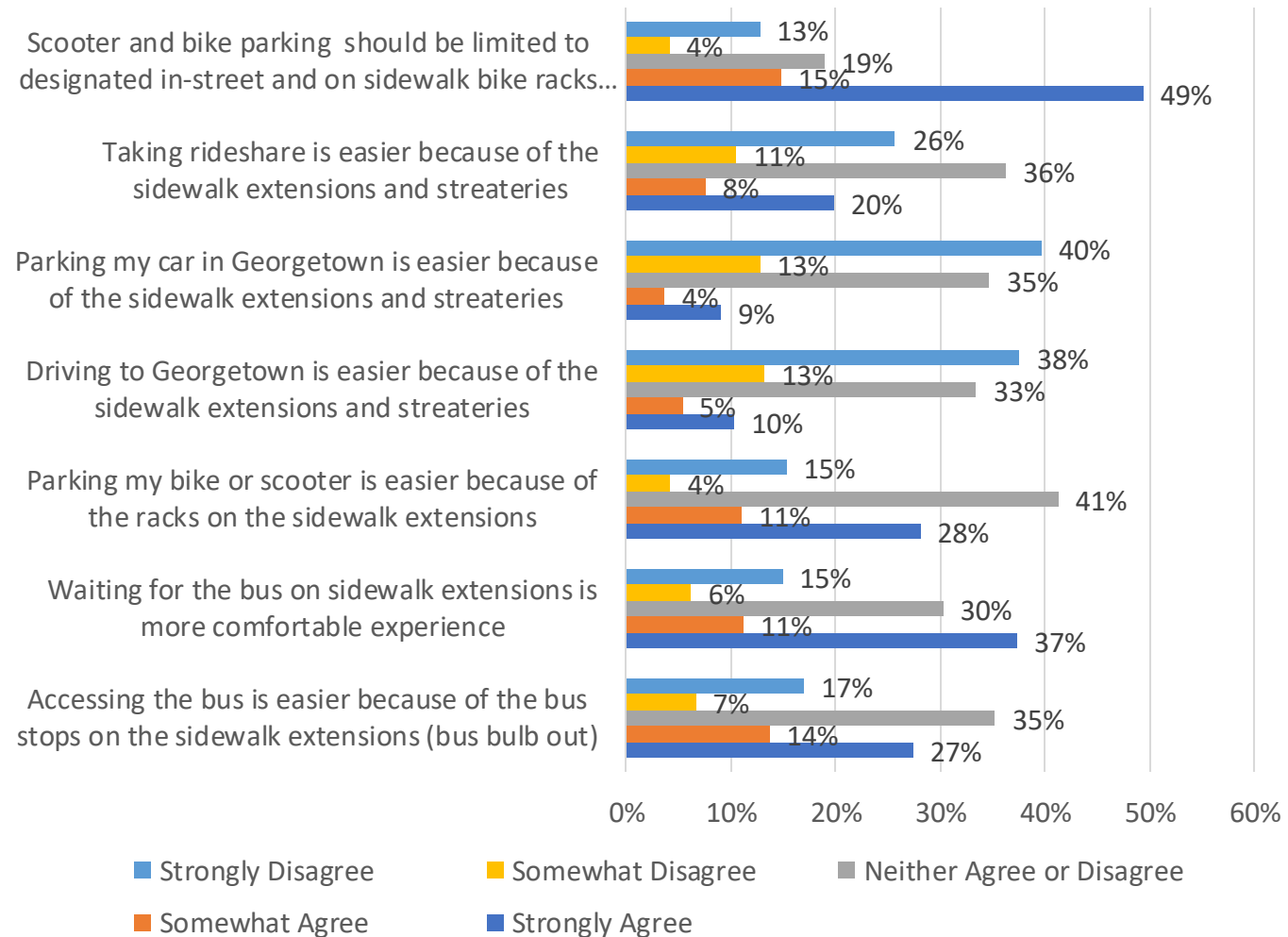


# When considering impacts to transportation, most residents were neutral and do not think transportation has gotten significantly worse

## Georgetown Resident responses:

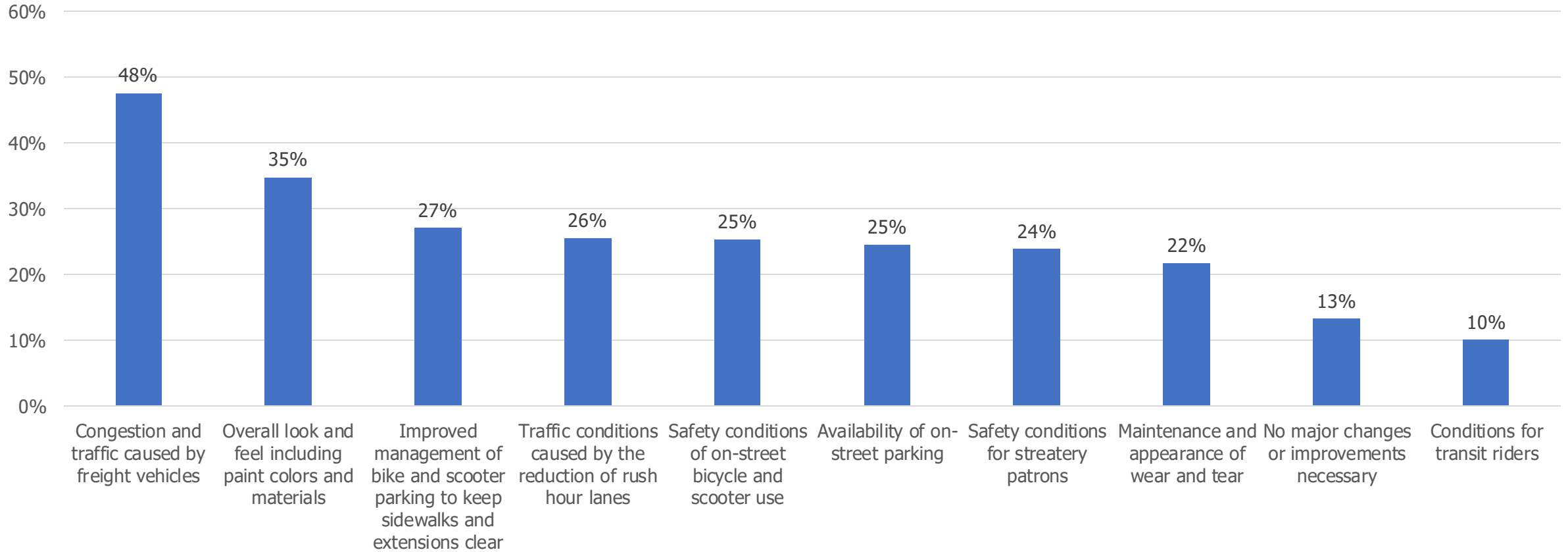
- 76% were neutral or agree that access to the bus is easier
- 79% were neutral or agree that waiting for the bus is more comfortable
- 80% were neutral or agree that parking their bike or scooter is easier
- 51% disagreed that driving in Georgetown is easier
- 52% disagreed that parking in Georgetown is easier
- 64% were neutral or agreed that taking rideshare is easier
- 83% were neutral or agreed that scooters and bikes should have dedicated parking

Thinking about your experience with transportation to and from Georgetown over the past two years, please indicate whether you agree or disagree with the following statements:





# What elements of the sidewalk extensions and streateries program would you like to see changed or improved?



## Summary of open-ended comments:

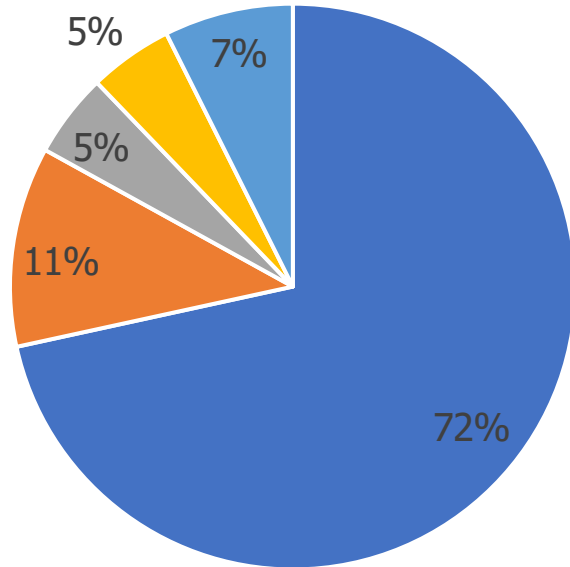
- Add color, lighting, landscaping, and more flexibility for each restaurant (furnishings, plantings, etc.)
- Contiguous extensions along an entire block
- Designs that feel more permanent
- Dining running adjacent to the building (not on the extensions)
- Remove sidewalk extensions that do not serve restaurants



# When considering the impact on quality of life, visitors believe that both the sidewalk extensions and the streateries have a positive impact

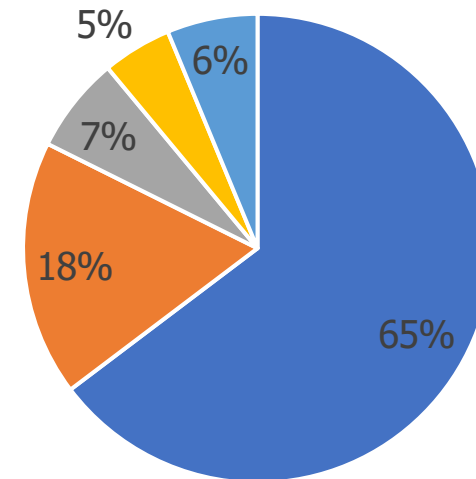
- 83% of visitors think the streateries have a positive impact
- 82% of visitors think the sidewalk extensions have a positive impact

What is your overall view of Georgetown's **streatery program** (only the outdoor dining) on the quality of life in Georgetown?



■ Very positive ■ Positive ■ Neutral ■ Negative ■ Very negative

What is your overall view of Georgetown's **sidewalk extension** (not the outdoor dining) program on the quality of life in the neighborhood?



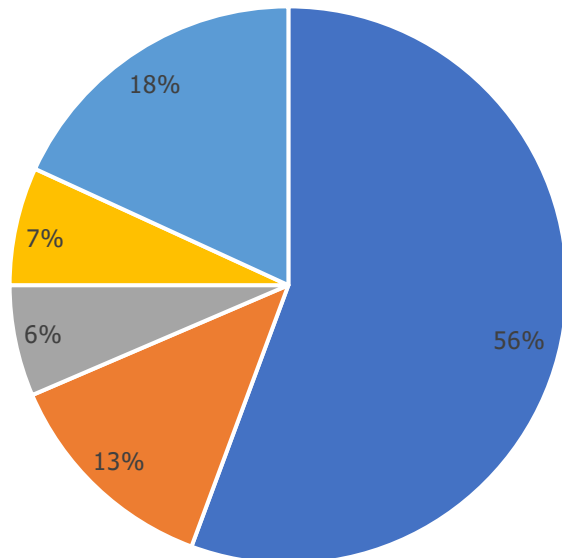
■ Very positive ■ Positive ■ Neutral  
■ Negative ■ Very negative



# When considering the impact on quality of life, residents believe that both the sidewalk extensions and the streateries have a positive impact

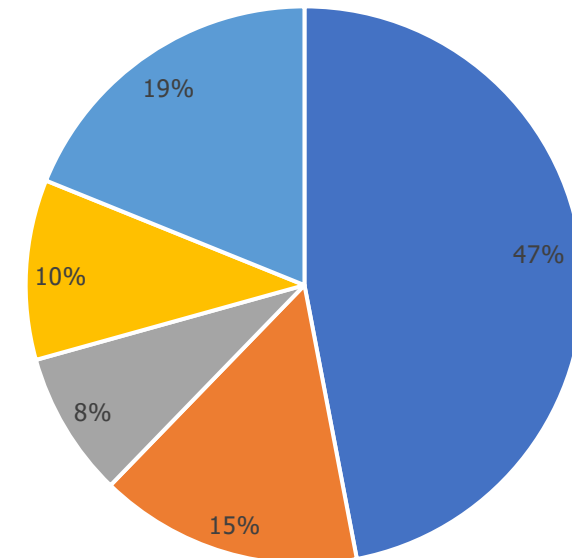
- 69% of Georgetown residents think the streateries have a positive impact
- 62% of Georgetown residents think the sidewalk extensions have a positive impact

What is your overall view of Georgetown's **streatery program** (only the outdoor dining) on the quality of life in Georgetown?



■ Very positive ■ Positive ■ Neutral ■ Negative ■ Very negative

What is your overall view of Georgetown's **sidewalk extension** (not the outdoor dining) program on the quality of life in the neighborhood?



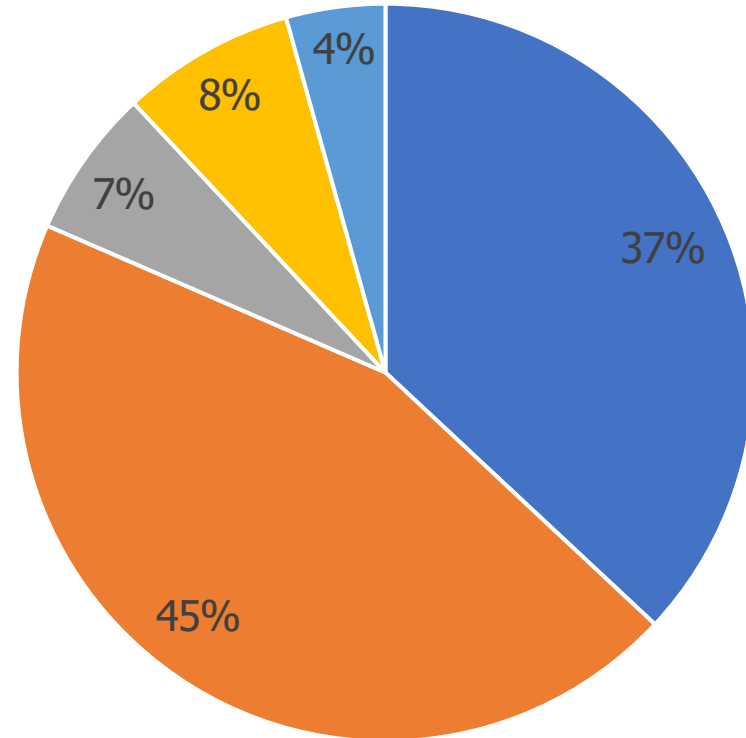
■ Very positive ■ Positive ■ Neutral ■ Negative ■ Very negative



**Total Participants: 92** (*represents ~19% of all street-facing businesses*)

- 45% retailers
- 37% restaurants
- 8% office tenants
- 7% service providers
- 4% other

Types of Businesses that Responded

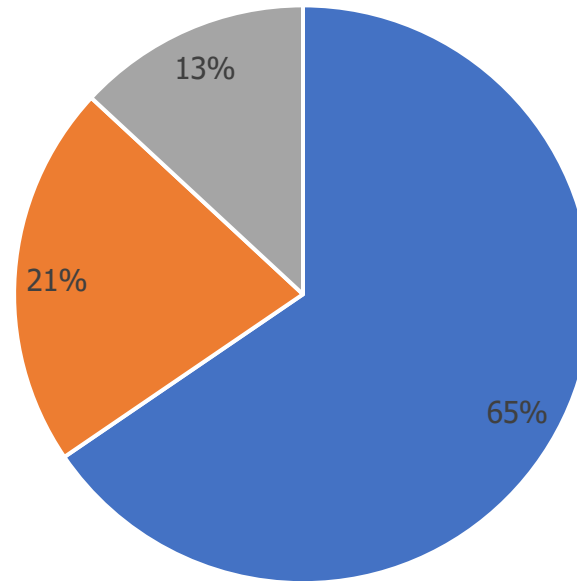


■ Restaurant ■ Retail ■ Service ■ Office ■ Other (please specify)



- 73% of **restaurants** think the program has been positive for the neighborhood
- 51% of **retailers** think the program has been positive for the neighborhood

What impact have the streateries and sidewalk extensions had on the business environment?



■ Generally positive ■ Generally negative ■ Neither positive nor negative

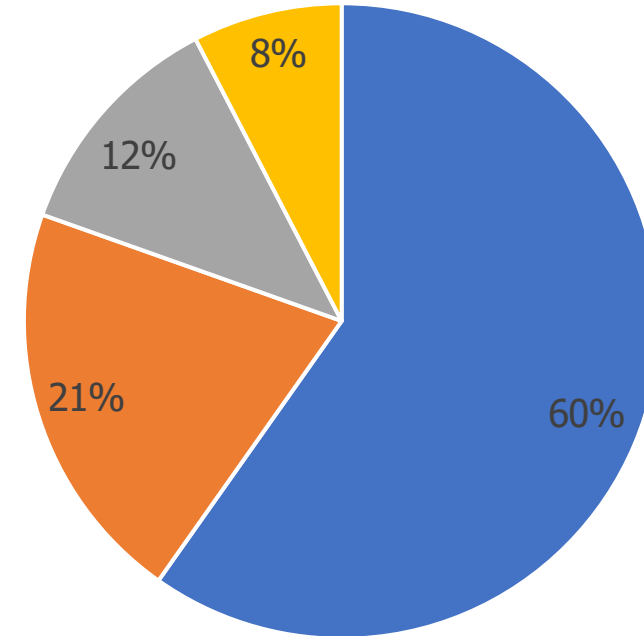


- 70% of **restaurants** think the impact of the streateries and sidewalk extensions has been positive for their business
  - 15% think the impact has been negative
- 49% of **retailers** think the impact of the streateries and sidewalk extensions has been positive for their business
  - 29% think the impact has been negative



- 67% of **restaurants** have received positive feedback
  - 10% have received negative feedback
- 46% of **retailers** have received positive feedback
  - 17% have received negative feedback

What feedback have you received from customers?



- Generally positive
- Generally negative
- Mix of positive and negative
- No feedback

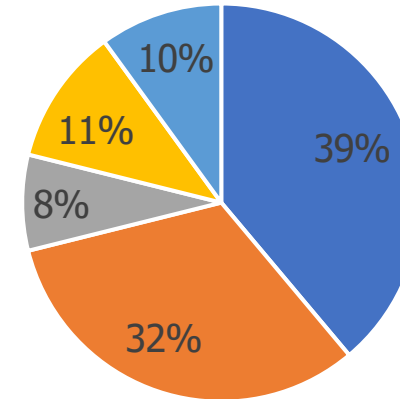




# 50% of respondents say it's easier to park and load, have no feedback or have not experienced any change in the ability to park and load

- 39% of all businesses have heard it's harder to park and load from delivery vendors
  - 33% of **restaurants** have heard it's harder to park and load from delivery vendors
  - 35% of **retailers** have heard it's harder to park and load from delivery vendors

What feedback have you received from delivery vendors?

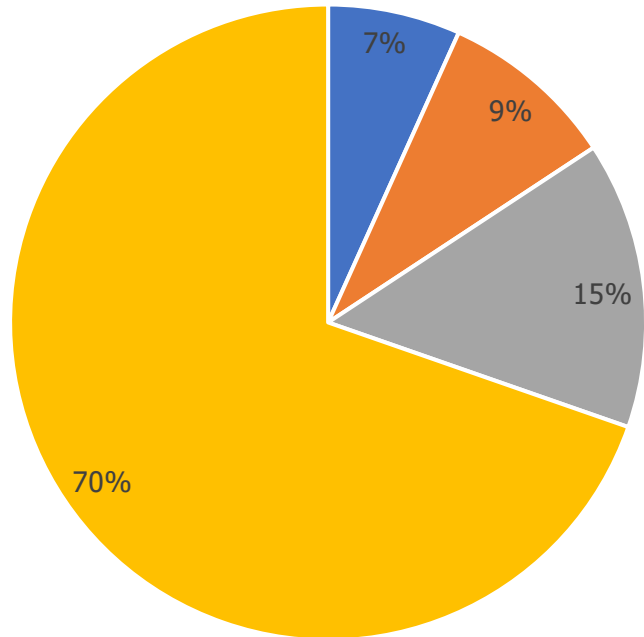


- Harder to park and load
- No feedback
- Easier to park and load
- Mix of easier and harder to park and load
- No change in ability to park and load



# 70% of all respondents have not had their deliveries impacted

How have the sidewalk extensions and streateries impacted deliveries and pick-ups at your business?



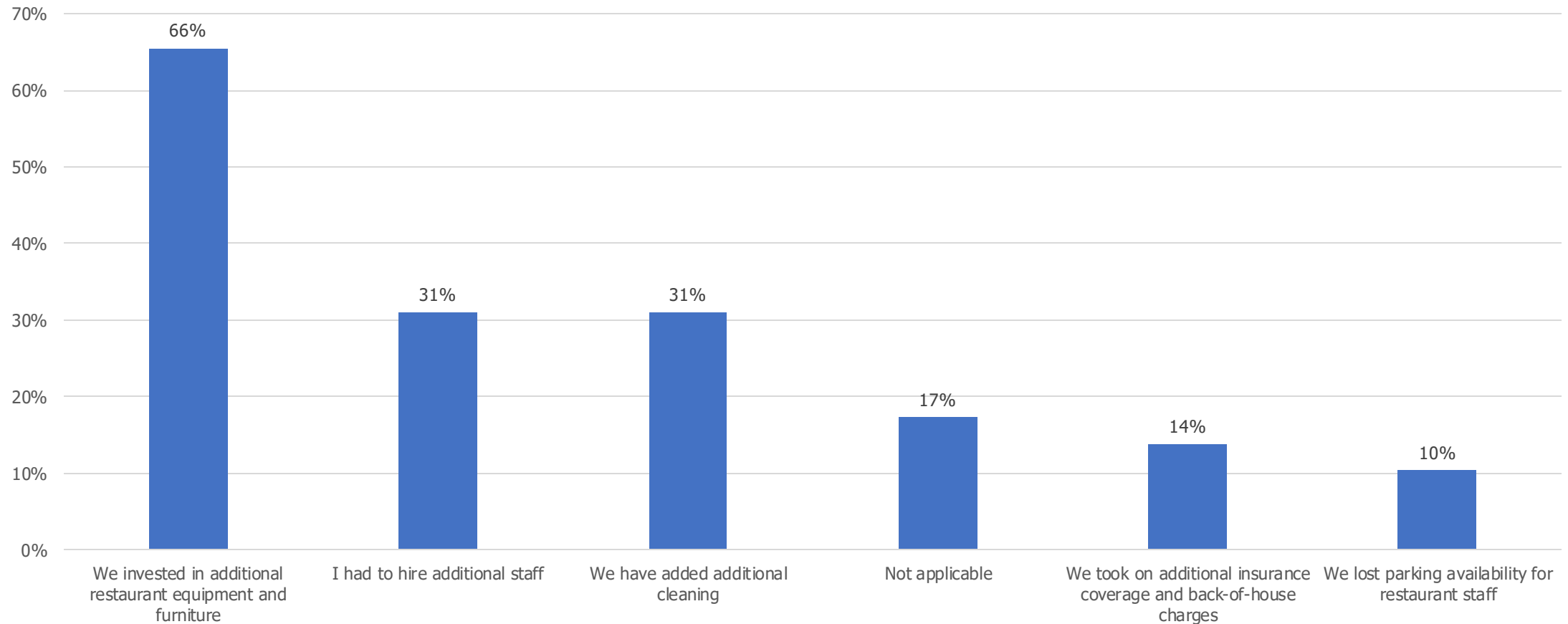
- Individual concerns include:
  - Appointment-based businesses having cancellations due to difficulty parking
  - Carry-out vendors have difficulty finding parking spaces

- Delivery vendors are charging me more because of them
- I have lost delivery vendors because they had a harder time accessing my business
- I have had a difficult time managing carry-out and pick-up vendors due to the sidewalk extensions
- No impact



# 66% of restaurants invested in additional restaurant equipment or furniture

If you own or operate a restaurant and have a streatery, how have the sidewalk extensions and streateries impacted business?





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# 40% of all businesses say they have experienced either a slight or significant increase in foot traffic as compared to 2019

## All Businesses:

- 40% experienced an uptick in foot traffic
- 32% experienced decrease in foot traffic

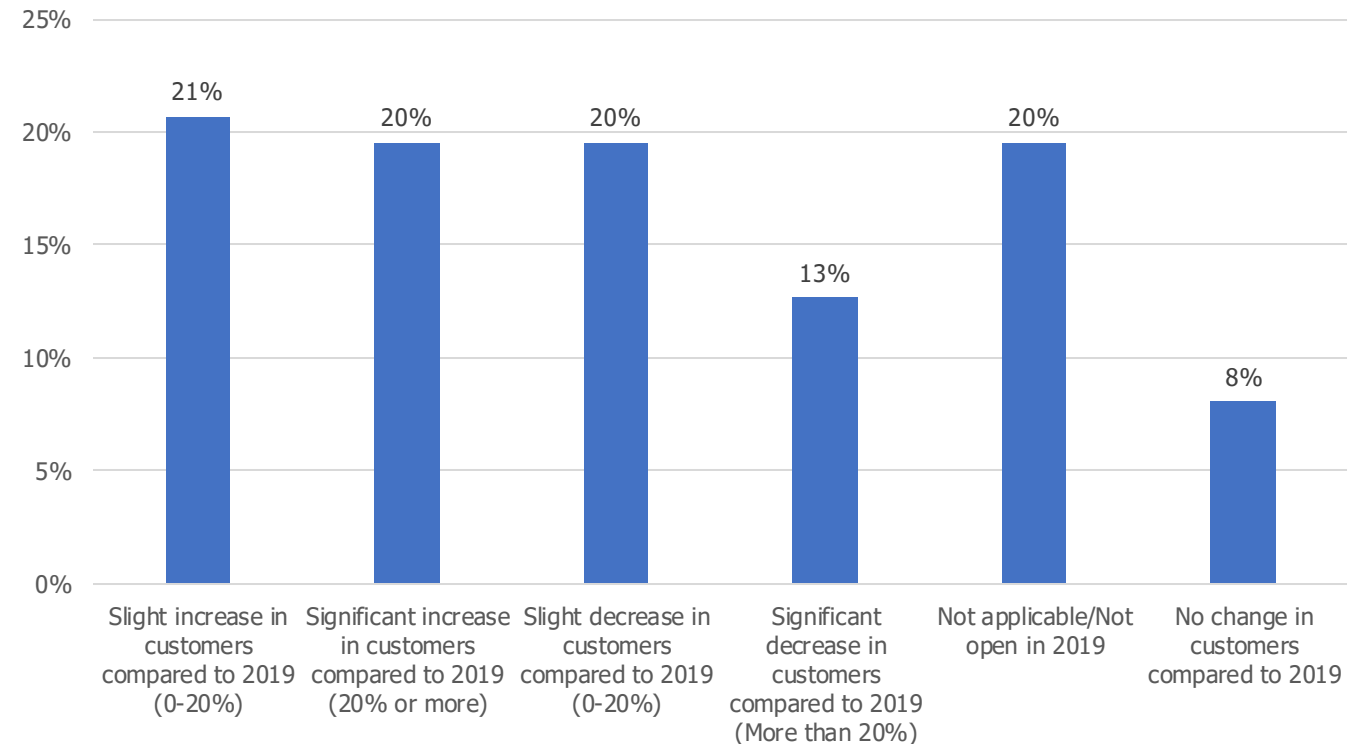
## Restaurants:

- 40% experienced an uptick in foot traffic
- 27% were not open in 2019
- 14% experienced decrease in foot traffic

## Retailers:

- 36% experienced an uptick in foot traffic
- 33% experienced decrease in foot traffic
- 18% were not open in 2019

When monitoring your customer traffic, how would you compare it to 2019, before the pandemic?



*Georgetown's foot traffic is trending 13% lower than that of 2019 (this is consistent with other DC neighborhoods)*

# 83% of restaurants would be interested in applying for the Streatery permit if the BID did not renew it as a whole

The Georgetown BID's permit for sidewalk extensions and streateries is set to expire in December 2023. If the BID does not renew the permit for the neighborhood as a whole, would you be interested in applying for the streatery permit for your business?

