



Outlook 2008: A Downtown Perspective

The Objective of this survey was to determine which direction the property and business owners wanted see Moncton's downtown head toward. With several key development projects possibly headed to Moncton's centre, input on what should be a priority was needed. Also feedback was needed on some of the services we provide, such as the Oulton's Cadets program and our parking initiative. One hundred people responded to the survey representing groups ranging from non profit organizations to law firms that reside within the downtown BIA.

DMCI Outlook 2008 membership survey

Sample: 100 Downtown property owners or their representative

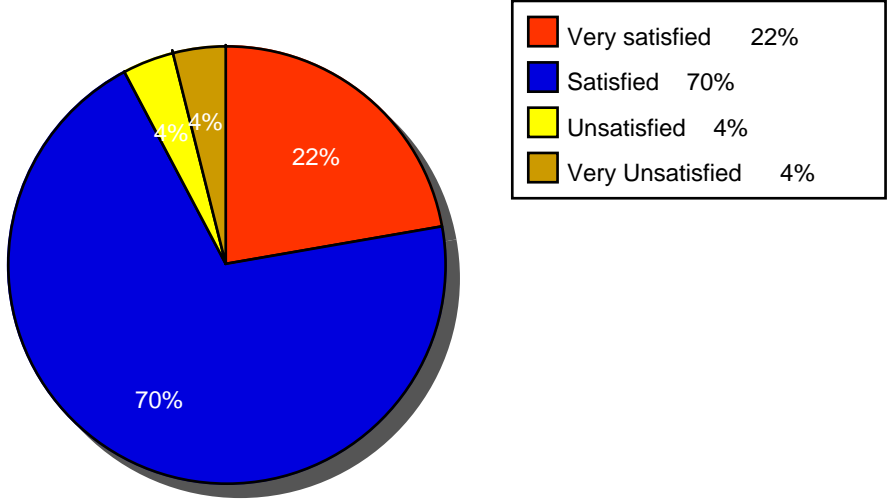
Response Rate: 23%

DMCI: approx. 430 properties

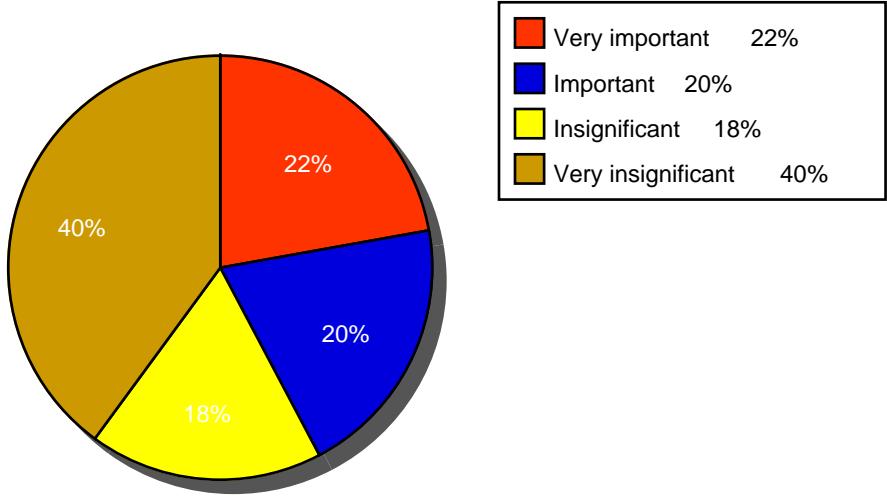
Interview Dates: February 15th to February 28th, 2008

(Please note: 430 properties in 2008 compare 260 properties in 2007)

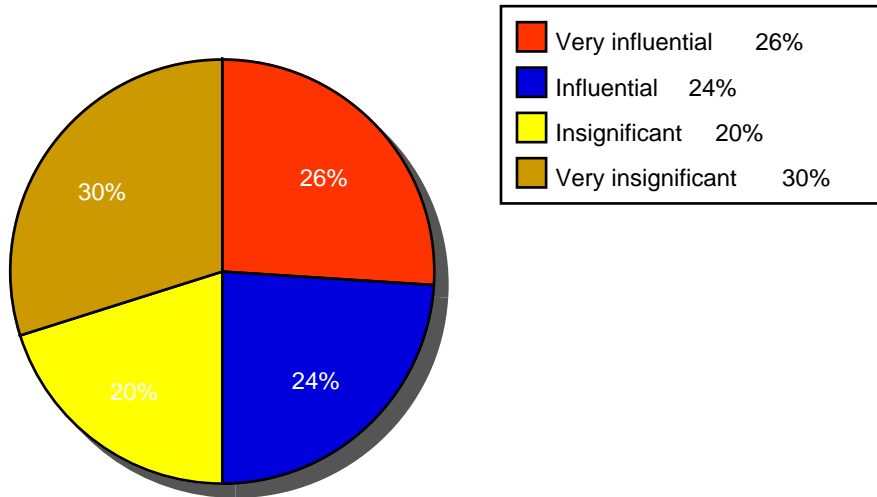
1) How satisfied are you with Moncton's Downtown as a place to operate business or organization?



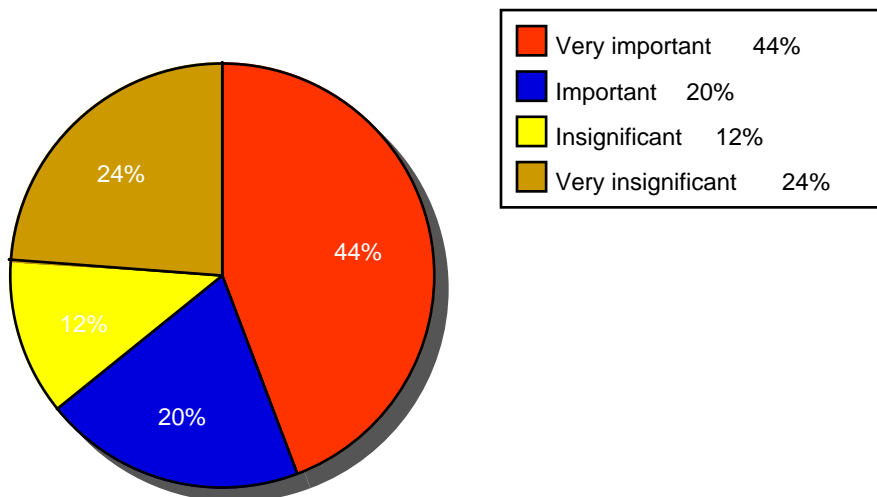
2) How important are festivals and events to your business or organization?



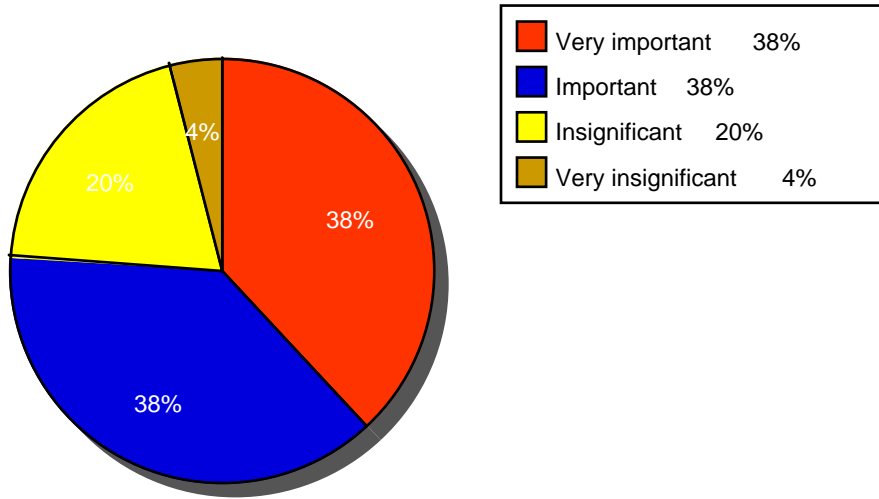
3) How influential is loitering to your business or organization?



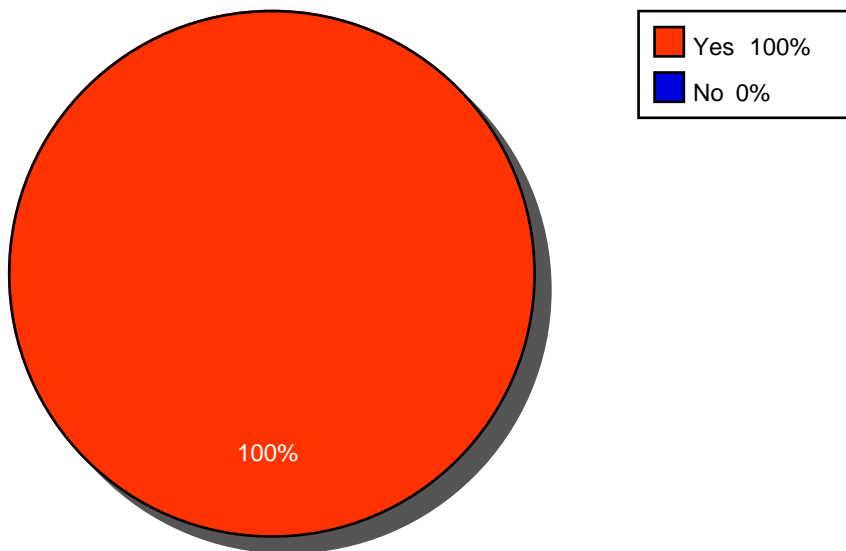
4) How important is public transportation to your business or organization?



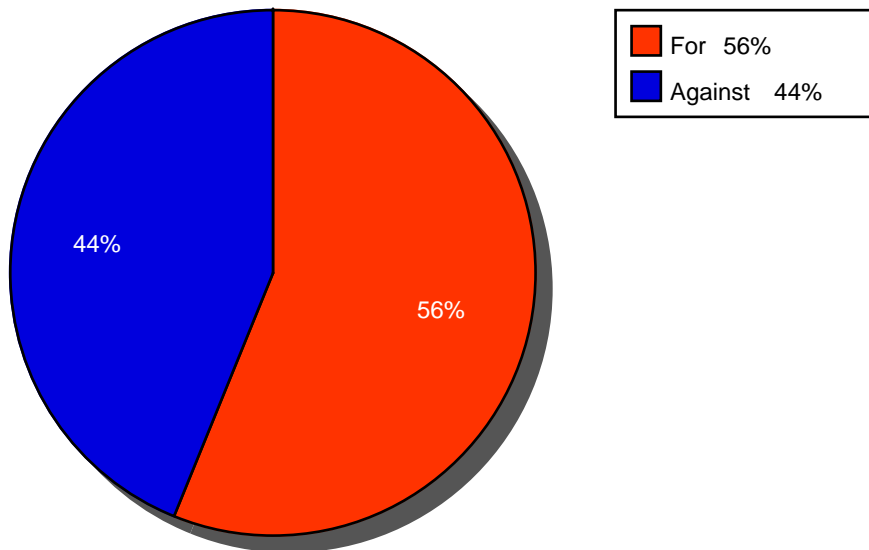
5) How important is the visibility of police to your business or organization?



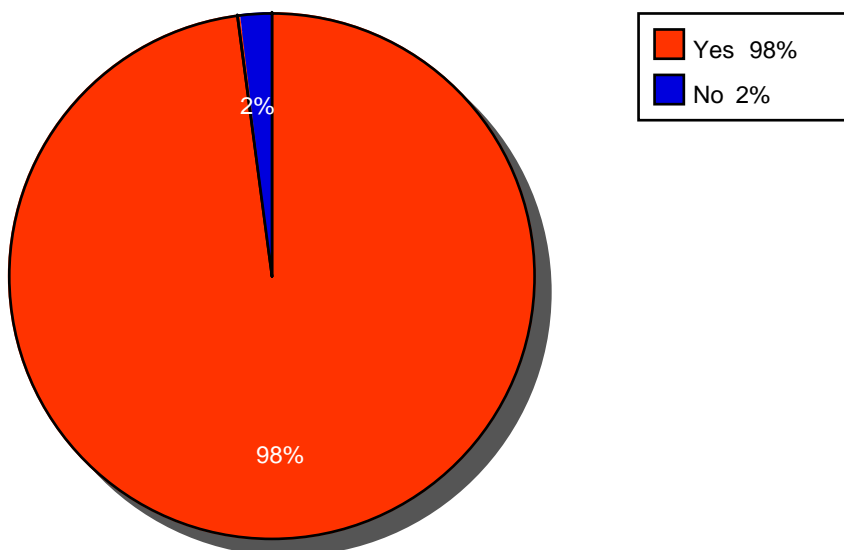
6) Do you agree with having the Oulton's Cadets patrolling the Downtown?



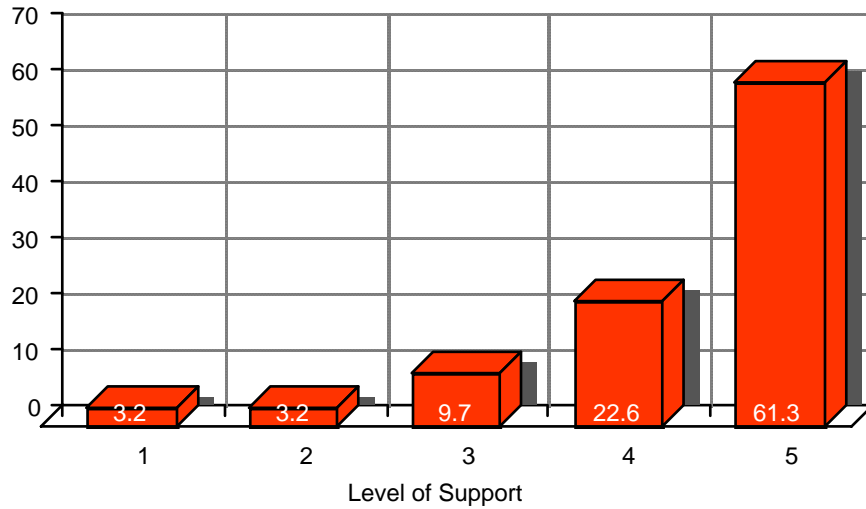
7) Would you be for or against a casino in the Moncton downtown core?



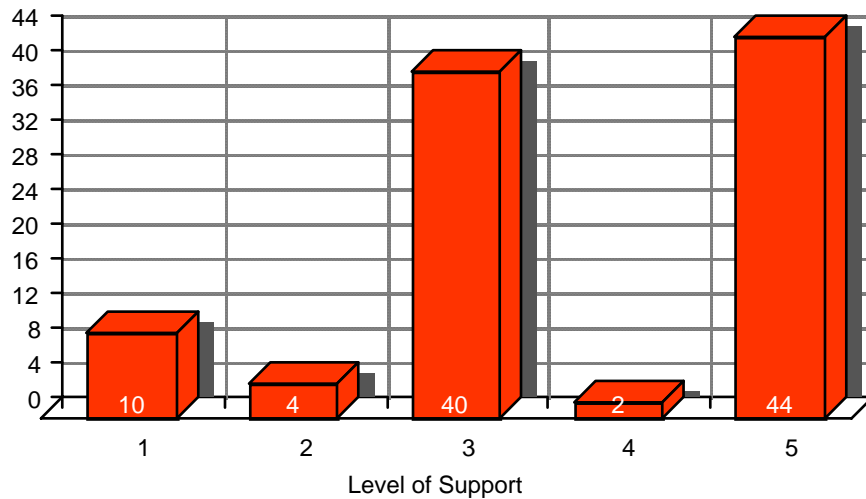
8) Do you believe a convention centre would have an impact on the future growth of the City of Moncton?



9) What is your level of support for a convention centre downtown?



10) What is your level of support for moving the detention centre away from the downtown?



11) What do you feel is the most important downtown issue facing your business?

The most consistent response for this question was **parking** related. The vast majority of people polled believed parking to be a problem in the downtown. Whether it be not knowing where to park or the desire for more free parking, this is a very prevalent issue. People genuinely believe that the parking situation downtown is problematic.

Snow removal from the streets and sidewalks of the downtown was also a common complaint. Businesses are finding it difficult for their own employees to safely get to work as a result of the downtown sidewalks. Currently, mornings after snowstorms, sidewalks are often not cleared until after people have made it into work for the morning. This also makes it difficult for customers to access the various businesses and services in the downtown. Oak Lane and Robinson Court were mentioned as not being cleared at all.

There is a real desire for more **diverse retail** in the downtown. Many of those polled found the vacancies to be a concern. There seems to be a desire for Moncton's downtown to become heavy with 'boutique' style stores. With retail alternatives to the 'big box' stores, many of those polled believed there would be a major increase in downtown foot traffic.

Other comments from question 11:

- Christmas decorations and summer flowers are wonderful
- More people living Downtown would lead to more business downtown
- Focus retail on the changing demographics of Moncton (focus on elderly and young)
- More local business needed
- Robinson Court needs to be looked after year round (litter, snow, squatters, ect.)
- Traffic congestion going to Dieppe during rush hour
- More convenience stores, specifically on the eastern end of Main Street
- Cleanliness of the downtown very important
- More summer activities downtown for the public
- More work is needed on the river front (better taken care of and made safer)
- More patrols at night (Oulton's or RCMP)
- Vandalism is a problem
- More focus needed on the river restoration project
- More better priced and quick service food establishments
- More convention/meeting place
- Increased foot traffic needed (get people downtown)
- More of a police presence needed
- Close Main street for the summer
- The downtown should have one festival a month
- More pedestrian and cyclist space
- Surveys should be done more often
- Advertise the downtown outside of the the downtown
- No left turn onto Robinson off of Main is causing problems
- The need of a more pleasing shopping atmosphere in the downtown

