SURVEY SYNOPSIS

• Survey of small businesses on the KC Streetcar route, from Union Station to the River Market
• More than 80 small businesses contacted either via email, phone or personal visits
• 41 small businesses responded
• Businesses ranged from restaurants, retail, bars, coffee shops, etc.
• Follow up includes delivering survey results to participating businesses
• Perform regular surveys of businesses on the streetcar route as well as riders
RESPONSE BY DISTRICT

- Union Station: 2
- Crossroads: 11
- Power & Light District: 6
- Central Business District: 5
- River Market/City Market: 17

50% Participation
Q1: In the months prior to the opening of the KC Streetcar (May 6, 2016), did you feel prepared in what the expected impact the streetcar would have on your business?

- Yes: 51%
- Somewhat: 32%
- No: 5%
- N/A: 12%
Q2: Acknowledging the recent uptick in activity in downtown Kansas City over the course of a year, what impact has the KC Streetcar specifically had on your business since it began operations on May 6, 2016?

97% of respondents credited the streetcar with having an impact on their business.
Q3: Have you seen a change in revenue this year over the same time period last year?

80% of respondents have seen a positive change in revenue
Q4: Have you seen a change in foot traffic this year over the same time period as last year?

83% of respondents have seen a positive change in foot traffic.

Percent Change in Foot Traffic:
- More than 45%: 5%
- 31-45%: 12%
- 16-30%: 39%
- 1-15%: 27%
- None: 17%
Q5: What time of day do you see the most customers?

- Lunch hours: 78%
- Late afternoon: 27%
- Evening: 27%
- Morning: 20%
- Late night: 5%
Q6: What is your busiest day of the week? (choose more than one if applicable)

- Monday: 10%
- Tuesday: 12%
- Wednesday: 15%
- Thursday: 22%
- Friday: 41%
- Saturday: 61%
- Sunday: 15%
Q7: What adjustments have you made in your business due to the addition of the KC Streetcar to downtown? (choose more than one if applicable)

- Hours of operation: 17%
- Additional staff: 39%
- Change in service/menu: 13%
Q8: What KC Streetcar related improvements would be beneficial to your business?

• Expand the streetcar line (9 responses)
• Satisfied with the results (4 responses)
• Plan for additional parking (4 responses)
• Develop a Park & Ride (2 responses)
• Advertising opportunities for those businesses with a Main Street address (4 responses)
• Develop a map pinpointing area restaurants (2 responses)
• Make improvements to traffic at certain intersections (1 response)
Q9: Additional Comments

• Expand the streetcar line
• It has been a fantastic addition to the city
• We love the streetcar
• The streetcar is greatly impacting most local businesses in a positive manner.
• Glad the construction is done
• Without the streetcar as an option, customers would not have visited my store at the City Market
• We need more parking
• Investment of time, energy and construction detours have paid off

• We are happy to have the streetcar as a benefit to our employees and customers
• I see the streetcar bringing more people downtown.
• Bring more retail on the line
• Nothing but positive results to our business
• Construction impacted my business and revenue fell during construction
• With the streetcar people now have the option of exploring more of our city
• The streetcar and streetcar staff are some of the nicest and greatest additions to our city