

2005

Yellow Springs

Transportation Service Needs and Priorities: Business Community Perception Survey



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Western Ohio Research Consortium

UUP
The Urban University Program

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The Center for Urban and Public Affairs (CUPA) at Wright State University (WSU) is one of eight centers of excellence comprising the Ohio Urban University Program (UUP). The UUP links the resources of member universities to improve the state's urban regions. This 25-year partnership is unique in the nation. The State of Ohio through the Ohio Board of Regents' (OBOR) programs funds UUP institutions. State funds received by WSU are matched 3-to-1 by WSU resources and through contract research.

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Introduction

The Yellow Springs Business Community Perception Survey of Micro-transportation was intended to evaluate the interest in and market for a small public transit service or limited service transportation like a community shuttle (bus or van). The study also assessed the adequacy of existing community pedestrian and bicycle infrastructure. The reader should note that this study is only one group's views about transit needs. Other than businesses, the general public and certainly potential users may have different perspectives.

Generally, fifty companies representing 1,244 employees are represented in the analysis. However in many cases, companies gave no response to many questions and this affects the total number of companies and/or employees reported and discussed in each analysis.

Based on data collected from businesses in Yellow Springs, market conditions in the Yellow Springs area do not favor the establishment of a limited service community shuttle bus or van. Few companies believe they would utilize public transportation such as a commuter van/bus for special functions, meetings, or business recruitment. Respondents also believe that a limited number of their *employees (88) would use a shuttle system to get from work to points of interest in Yellow Springs.*

Micro-transportation Summary

The survey highlights are presented under two major categories—current and future micro-transportation. The topic of current micro-transportation includes parking and bicycling. The topic of future micro-transportation addresses interest in a public shuttle van or bus.

Current Infrastructure for Micro-transportation

Parking Perspectives

About half of the businesses, representing 133 full-time equivalent (fte) employees, believe that *it is easy for employees to park in downtown Yellow Springs.* Most of the time, *employees and customers park in the businesses' private lot.* Furthermore, 32 of 50 businesses' employees (equaling 253 employees) *can get to retailers and restaurants in Yellow Springs easily during the scheduled lunch period without driving.* Thus, their employees create no additional downtown traffic at the lunch hour.

Eighteen (18) businesses, representing 448 fte employees, *believe that it is difficult to find parking in downtown Yellow Springs.* In another question, 11 businesses, representing 985 fte report that their employees *cannot get to retailers or restaurants within the scheduled lunch period without driving.*

Bicycle Perspectives

Yellow Springs is noted for its efforts to create a walkable, bikeable community. Most business representatives in this survey walk from their work site to other establishments in Yellow Springs, and perceive the walk to be easy to manage and pleasant. Bicycling is perceived to be doable and pleasant as well, and almost half the businesses provide a bicycle parking area for their employees, seven of which provide indoor bicycle parking for their employees.

Potential Future Micro-transportation

Community Shuttle Perspectives

Of the 50 employers represented by this survey, five businesses indicated that *their company would use small public transit (like a shuttle) for business functions* such as special functions, meetings, or business recruitment. Three of the businesses that believe they would use such shuttle services also host events off-site for 12 to 30 people weekly, while one company reported that they host one off-site function per year for 20 people.

Businesses were asked whether they believe their *employees would use shuttle services to get to and from work, to do errands, and to get to restaurants in Yellow Springs at lunch time*. The businesses that believe their employees would use such shuttle services represent approximately 88 full-time equivalent employees. These businesses think employee usage would more likely be on Fridays, Saturdays, and Sundays.

All in all, fifteen businesses reported that their organization would benefit from the addition of a public shuttle service in Yellow Springs. These fifteen businesses represent 387.5 fte employees. From their perspective, shuttle service would increase out-of-town visitors and increase downtown access while providing more parking.

Eight companies said they would help subsidize a shuttle service in Yellow Springs, but only three indicated the funding amount, each saying they would contribute \$100 to \$200.

Community Needs Survey

Community Resources is a non-profit community improvement corporation (CIC) in Yellow Springs and Miami Township, Ohio, which works on projects that promote a healthy economic base for the community, studies how these projects may impact the area, and shares this information with the entire community.

In this context, the Community Resources contracted with the Center for Urban and Public Affairs (CUPA) at Wright State University to determine unmet community transportation service needs and priorities.

Survey responses discussed in this report were collected from fifty businesses representing 1,244.7 full-time equivalent employees. Survey questionnaires were direct-mailed to over one-hundred businesses and thirty-eight were returned. Another twelve

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surveys were conducted through personal interviews with representatives of selected community businesses.

CUPA, Community Resources, and Richard Schultze, Executive Director of Greene County Urban Transit System, developed a three-page survey to assess community micro-transit needs (Appendix A). Survey forms were intended to be completed by businesses in and around the Village of Yellow Springs.

Community Resources recommended the businesses and organizations that were interviewed and the interviews were made in person, as well as via telephone. The organizations that participated in these personal and phone interviews consisted of five manufacturing firms, four educational institutions, the local government, and the Chamber of Commerce. These businesses and organizations were asked the same questions as the businesses on the mail survey.

Business Demographics

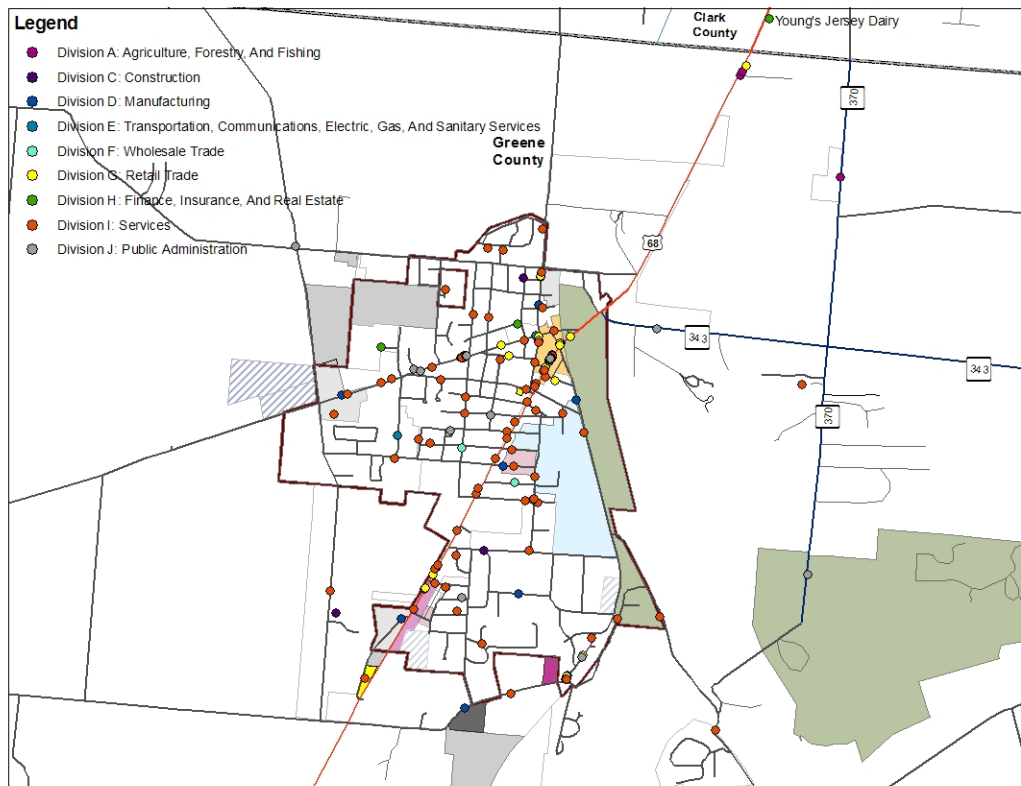
Land use in Yellow Springs is primarily residential. The central business district is home to live theatre groups, a chamber music series, and over fifty small interesting galleries and storefronts which offer spices and herbs, health foods, hand-crafted jewelry and gifts, pottery, shoes, stained glass, books, bicycles, imported clothing and a variety of dining choices. In addition to the amenities offered in the town of Yellow Springs, Yellow Springs is also within minutes of Young's Jersey Dairy, Clifton Mill, Glen Helen, and John Bryan State Park.

There are 250 businesses in or around the Village of Yellow Springs. Business in Yellow Springs is primarily service oriented. Service establishments account for over half of the business base and retail establishments account for over one-quarter (27.2%) of the businesses, while manufacturing accounts for 6.0% of the businesses in the Yellow Springs area. Considering the number of people employed, however, indicates the significance of the manufacturing and service industries. A summary of existing businesses by industry that serve the Yellow Springs community is presented in the following table.

SIC Division	Total	Employees				
		1 to 49	50 to 99	100 to 249	250 to 499	Un-known
Division A: Agriculture, Forestry, And Fishing	6	6	0	0	0	0
Division B: Mining	0	0	0	0	0	0
Division C: Construction	8	8	0	0	0	0
Division D: Manufacturing	15	11	0	3	1	0
Division E: Transportation, Communications, Electric, Gas, And Sanitary Services	5	5	0	0	0	0
Division F: Wholesale Trade	3	3	0	0	0	0
Division G: Retail Trade	68	66	1	0	1	0

SIC Division	Total	Employees				
		1 to 49	50 to 99	100 to 249	250 to 499	Un-known
Division H: Finance, Insurance, And Real Estate	8	8	0	0	0	0
Division I: Services	126	122	1	2	1	0
Division J: Public Administration	5	3	0	0	0	2
Division K: Nonclassifiable Establishments (not mapped)	6	1	0	0	0	5
Total	250	233	2	5	3	7

• Figure 1: Yellow Springs Businesses by Industry, 2005¹



• Figure 2: Map of Yellow Springs Businesses by Industry, 2005

¹ PowerFinder. InfoUSA, Government Edition. 2005.

Transportation Assessment

The following evaluation of community transportation service needs initially identifies the varying perspectives of business owners or managers in Yellow Springs.

Parking Assessment

When asked to rate the experience of finding a parking space in the Village of Yellow Springs the highest proportion of business respondents – twenty-two (representing 133 employees) report that their employees can easily find a parking space downtown. When asked “*Where do your employees typically park,*” the majority of businesses report that their employees (1,014 employees) park in the business’s private lot. In addition, the majority of business respondents, twenty-six, report that *customers* typically park in the lot on their business property, as well.

Business respondents were also asked if their *employees could get from work to retailers and restaurants in Yellow Springs easily within the scheduled lunch period without driving.* The majority of employers, thirty-two business representatives believe their 253 employees can get to and from retailers and restaurants without driving during their scheduled lunch period.

Community Shuttle Assessment

Community shuttles generally provide free (to riders) service connecting residents and customers with local area businesses. Shuttles have flexibility and can run on regularly scheduled routes, by appointment, or for specialized purposes. Community shuttles also allow for flexibility to share services with other organizations, for example, the senior citizen center could share shuttle services and expenses to operate and maintain the vehicle(s) with local daycare centers, after school programs, and businesses wishing to provide shuttle services for their employees and charter service for their visitors.

Businesses were asked *in what ways a small public transit shuttle might affect their business if provided for the community.* Fifteen businesses believe their company may benefit if the shuttle brought more visitors to town and/or made it easier for customers and employees or volunteers to park and access their establishments. However, the majority of businesses (20 of 44 responding to this question) felt that small public transportation would have little or no impact on their business. The remaining responses varied, but in particular, four businesses felt that a small public transit shuttle was not applicable for their organization.

When asked, “**Would your company** utilize public transportation equipment such as a small commuter van/bus for special functions, meetings, or business recruitment?” the majority, thirty-five businesses responding, did not feel they would use a shuttle service for business functions. Five businesses indicated that their company would use small public transit (like a shuttle) for business functions. Three of the businesses that believe they would use such shuttle services also host events off-site for 12 to 30 people weekly, while one company reported that they host one off-site function per year for 20 people.

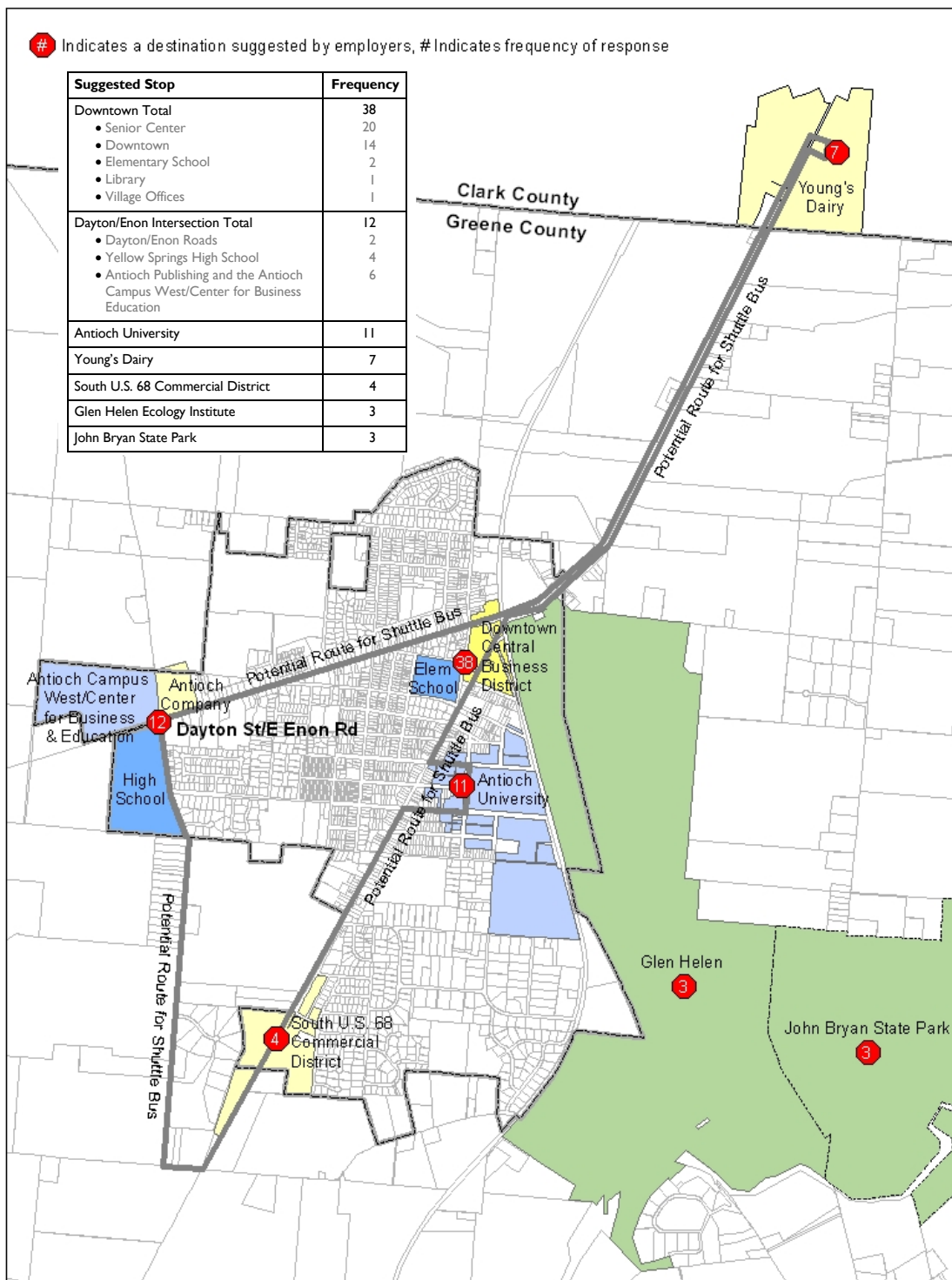
In particular, one company did mention that the shuttle would be of use to their organization annually in the month of October but the number of passengers it needs to accommodate was not specified.

In addition, the majority of businesses, thirty-two, also felt that their **employees** *would not use a shuttle bus or van to get from work to points of interest in Yellow Springs.* Generally speaking and based on full-time equivalent employee numbers, approximately 88 employees would utilize the shuttle service if provided.

All businesses (32) that said their employees would not use shuttle services were asked to skip the remaining shuttle services questions on the survey. However, eighteen businesses who did feel that their employees would utilize a community shuttle were also asked to expand on that topic and select all of the trip purposes or destinations which they felt their employees would use. Thirteen of the businesses felt their employees would utilize a shuttle to get to/from work from/to home. Eleven of the respondents felt their employees would utilize public shuttle transportation to complete errands in Yellow Springs and nine felt that employees would use the shuttle to get to/from restaurants in Yellow Springs for lunch.

Regional access was also a concern of employers. When asked to specify the main destinations a shuttle bus or van should serve, thirty references were made to locations around the perimeter of town such as Antioch University (11), the Dayton Street/Enon Road intersection (12), Downtown Central Business District (38), South U.S. 68 Commercial District (4) and Young's Dairy (7). In addition, John Bryan (3) and Glen Helen (3) were also mentioned as locations near Yellow Springs the shuttle should serve. Please refer to the following figures for a breakdown by Yellow Springs' area location. Other areas much further from Yellow Springs were also mentioned, such as travel to other communities — Xenia, Fairborn, Dayton and Beavercreek.

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• Figure 3: Stops Suggested by Employers

When asked *what times of day a shuttle service would best serve their company and their employees*, twenty-four businesses responded to the question. No two responses were the same, but eighteen businesses did mention that the hours between 7am-5:30pm and lunchtime would best serve the business community. When the hours of operation of the businesses responding to the survey are examined, forty-three of the respondents reported business to have hours at least between the hours of 7:00am and 5:30pm during the week. Some also reported extended and weekend hours (18) or twenty-four hour availability at their place of employment.

Finally, businesses were asked if they *would be willing to help subsidize a shuttle service so that this service could be offered in Yellow Springs*. Eight companies believe that they would help support the community shuttle, but only three mentioned monetary in-kind contributions ranging from \$100-\$200.

Bikeable and Walkable Community Assessment

When asked, “Do you walk from your place of employment to other establishments in Yellow Springs, thirty-four business managers or owners responded that they do walk. Thirty-three respondents report that this walk is a pleasant journey and thirty-two respondents report that it is easy to cross the streets in Yellow Springs.

Growing popularity of the bike paths running throughout Greene County and adjacent to Yellow Springs connecting it to neighboring communities and counties makes bicycling an important aspect of inter-modal transportation. When surveyed about bicycle safety in Yellow Springs, forty of the business respondents, representing 1,077 employees felt that their employees could safely bicycle from their place of employment to other establishments in Yellow Springs, but only seventeen business owners or managers bicycle themselves.

When the business respondents do ride in Yellow Springs, all seventeen ride on Yellow Springs roads, and sixteen ride on the bike paths provided through town. When they do ride in Yellow Springs the respondents (14) report that intersections are easily navigated.

According to Bicycle Forum Magazine, the availability of bicycle parking is a prerequisite to any urban bicycle trip, yet there is a deficiency in the amount and/or security of bicycle parking facilities throughout urban areas.² When asked if businesses provide parking on their lots for bicycles, twenty-two businesses of the fifty surveyed provide outdoor parking for bicycles at their facility and seven provide indoor parking for their employees’ bicycles. Business respondents (15) also report that finding parking for their bicycles is easy when they ride in Yellow Springs. However, fifteen businesses responding to the question asking *where additional bicycle parking should be located* felt that additional bike racks should be located in and around the downtown business district.

The survey also sought to determine whether providing access to bicycles for employees would increase bicycle usage in Yellow Springs. Employers were asked if bicycles were

² Bicycle Forum Magazine, 1978

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made available to rent or borrow, would your employees be likely to take advantage of these opportunities. Six of the business respondents, representing 515 fte employees, feel that if bicycles were made available *to borrow*, and five of the business respondents representing 506 fte employees feel that if bicycles were made available *to rent*, then their employees would likely make use of either of these programs.

Conclusion and Recommendations

Based on data collected from businesses in Yellow Springs, the Village is both pedestrian and bicycle friendly. Businesses also believe that their employees can get to and from retailers and/or restaurants in Yellow Springs easily within the scheduled lunch period without driving and that when necessary, automobile parking is easily accessible in Yellow Springs.

However, businesses also feel that some improvement could be made to the infrastructure to provide safe and pleasant bicycle access to the Village, such as additional bicycle parking in the central business district.

Market conditions in the Yellow Springs area do not favor the establishment of a limited service community shuttle bus or van. Most businesses or organizations do not believe they would utilize public transportation such as a commuter van/bus for special functions, meetings, or business recruitment. Most respondents also do not believe their employees would use a shuttle system to get from work to points of interest in Yellow Springs.

However, fifteen of the companies did report that their organization would benefit from the addition of a public shuttle service in Yellow Springs. In particular, these respondents felt that public service transportation would increase out-of-town visitors, particularly from John Bryan and Glen Helen, and increase downtown access while providing more parking opportunities making it easier for customers to reach businesses.

In addition, business respondents also mentioned that the service would be beneficial to seniors and Yellow Springs youth who may have limited access to transportation to/from/around town.

Furthermore, this study was also intended to assess the adequacy of community transportation service programs and assess unmet community service needs without being evaluated from the perspective of users/clients or the general public. Further research is necessary to determine the full needs of the community.

For example, the businesses surveyed here report that approximately 22,000 customers or clients visit their location in a given week. Forty-one of the businesses/organizations surveyed also report hours of operation during the day between, but not limited to, 7am to 5:30pm. To capture the true essence of customer usage, it is recommended that a point-of-contact survey be conducted to capture the customers' opinions regarding their preferences for using public shuttle services to move around Yellow Springs, their

opinions about riding their bike to and around Yellow Springs, and ease of access to the Village by whatever method they choose to visit Yellow Springs.

Responses to the survey also indicate that business support of a community transportation shuttle is limited and for this project to be successful, it is likely that turning to the public to fund such a project would be necessary. With this in mind, a household level survey should be conducted to assess residents' opinions about utilizing micro-transportation in Yellow Springs. The Village is home to 1,587 households of which 386 are senior households and 394 households which have children who may utilize a community shuttle or have valuable opinions regarding the ease of access to or quality of bicycle, pedestrian, and automobile access in the Village.

Appendix A: Survey Instrument

Letter to Businesses

(mail surveys only)

April 28, 2005

Dear Yellow Springs Business Owner/Operator/Manager:

Yellow Springs Community Resources, Inc., with technical assistance provided by the Center for Urban & Public Affairs staff at Wright State University, is conducting a survey to find out how Yellow Springs businesses feel about visitor accommodations and transportation services. The business survey is an important piece of the downtown market analysis and will help assess the gap between services and needs.

Enclosed you will find a survey that is being sent to every business in or near the Village. This survey asks questions about how the Village should handle hospitality needs and transportation concerns. Some questions deal with the need for accommodations and meeting space. Other questions deal with transportation issues. To provide useful information for parking management the survey asks businesses where their customers typically park when they drive to downtown.

Input from these surveys will be used by Yellow Springs Community Resources, Inc. to help guide decision making when planning for the future. Please complete the enclosed survey and return it in the attached business reply envelope no later than **May 12, 2005**. Please know that your answers will remain completely anonymous and no information that identifies you or your business will ever be used.

For more information on this downtown market analysis or if you have any questions about completing the survey, please contact Carol Hooker at Wright State University's Center for Urban and Public Affairs at (937) 775-3725. If you have any questions about any of the terminology used in the survey please refer to the half-sheet of definitions included with the survey or please contact Carol at the number listed above.

Thank you for your participation and for helping guide the direction of the Village of Yellow Springs.

Sincerely,

Carol M. Hooker
Research/GIS Data Analyst
Wright State University
Center for Urban and Public Affairs

Contact Information

Business _____
Address _____
Phone _____ FAX _____
Contact Person _____

Tell us about your company

1. What is your total number of full time equivalent (FTE) employees? _____
2. Please estimate the number of your employees that live in Yellow Springs. _____
3. What are your hours of operation? _____
4. What is your busiest day of the week? _____
5. What is your busiest time of day? _____
6. How many customers/clients visit your business (on average) per week? _____
7. What community events increase your foot traffic or sales volume? _____

8. Which downtown businesses complement your business the most? _____

9. What types of businesses would you most like to see attracted to downtown? _____

10. Which community assets, if developed would most benefit your business? _____

11. Do you have plans to expand or reduce operations in Yellow Springs? _____
12. What is your primary NAICS/SIC Code? _____
13. How long have you been in operation at this location? _____ Years
14. Do you have your own in-house meeting/conference facilities?
 Yes No
15. Does your business own or rent its space? _____
16. Where do your customers typically park? _____
17. Where do your employees typically park? _____

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Parking Assessment

- 36. Can your employees get from work to retailers or restaurants in Yellow Springs easily and within the scheduled lunch period without driving? Yes No
- 37. On a scale from 1 to 4, one being very easy and 4 being very difficult, how easy is it for you or your employees to find a parking space in downtown Yellow Springs?

Very Easy	1	2	3	4	Very Difficult	Not Applicable
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

- 38. Would signs directing you or your employees to additional parking be helpful?
 Yes No

Community Shuttle Assessment

In an effort to connect businesses to community amenities in Yellow Springs, we are assessing interest and market demand for a small public transit service or limited service transportation like a community shuttle (bus or van).

- 39. In what ways, if any, would a small public transit system affect your place of employment? _____

- 40. Would your company utilize public transportation equipment such as a small commuter van/bus for special functions, meetings, business recruitment?
 Yes No Unsure, why? _____
- 41. What are the main destinations that you think a shuttle bus or van should serve? _____

- 42. What times of day would a shuttle service best serve your company and your employees? _____
- 43. What percentage of your employees do you think would use the shuttle? _____
- 44. Do you think your employees would use a shuttle system to get from work to points of interest in Yellow Springs?
 Yes (go to next question)
 No (skip to question 50)
- 45. Would your employees use simple public transit to (select all that apply)?
 get to work go home from work
 go to lunch Other, please specify _____
 complete errands

46. How many of your employees would need special equipment such as wheel chair service? _____
47. To help us determine if a fixed-schedule service would work for your company, please estimate the percentage of your employees on a flex schedule. _____
48. What day of the week, if any, do you think your employees would demand more service?
- | | |
|------------------------------------|---|
| <input type="checkbox"/> Monday | <input type="checkbox"/> Friday |
| <input type="checkbox"/> Tuesday | <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Sunday |
| <input type="checkbox"/> Thursday | <input type="checkbox"/> Each day equally |
49. Would your company be willing to help subsidize shuttle service so that this service could be offered in Yellow Springs?
- Yes, If yes, please estimate an annual amount \$ _____
- No

Bikeable and Walkable Community Assessment

50. Do you walk from your place of employment to other establishments in Yellow Springs? Yes No, why not? _____
- If you do not walk from your place of employment to other businesses in Yellow Springs, **please skip to question 53.**
51. Was it easy to cross the streets? Yes No, why not? _____
52. Is the walk pleasant? Yes No, why not? _____
53. Can you or your employees bicycle safely from your place of employment to other establishments in Yellow Springs? Yes No, why not? _____
54. Do you ride a bike from your place of employment to other establishments in Yellow Springs? Yes No, why not? _____
- If you do not ride a bike from your place of employment to other businesses in Yellow Springs, **please skip to Question 60.**
55. Where do you ride?
- Bike Path Sidewalk Bike Lane (on the road) Road (no bike lane)
56. How was the surface that you rode on? _____

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57. Were the intersections you rode through easy to navigate?

Yes No, why not? _____ Where? _____

58. Is it easy to park a bike in Yellow Springs? Yes No, why not? _____

59. Where would you like to see additional bicycle parking or bike racks? _____

60. Do you provide an outdoor bicycle parking area for your employees where bicycles can be secured or locked?

Yes No, why not? _____

61. Does the bicycle parking area provide protection from the elements?

Yes No

62. Wall mounted bike racks are space efficient and a standing bike rack fits into a 14 foot by 6 foot space. Do you provide an indoor bicycle parking area or room for your employees?

Yes No, why not? _____

63. If bicycles were available to rent or borrow from your place of employment, on a scale from 1 to 4, one being very likely and 4 being not at all likely, how likely is it that you or your employees would use a bike to travel from your location to downtown Yellow Springs?

	Very likely	1	2	3	4	Not at all likely
Rent:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Borrow:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

64. Do you have any additional comments? _____

Thank you for participating in our survey today. If you have any questions or concerns, please contact Carol Hooker at 775-3725.

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Appendix B: Survey Frequencies

Frequencies

Survey Methodology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Interview	12	24.0	24.0	24.0
	Mail Survey	38	76.0	76.0	100.0
	Total	50	100.0	100.0	

I. What is your total number of full time equivalent (FTE) employees? FTE = 1244.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	16.0	16.3	16.3
	1	8	16.0	16.3	32.7
	1.5	1	2.0	2.0	34.7
	2	5	10.0	10.2	44.9
	3	1	2.0	2.0	46.9
	3.5	1	2.0	2.0	49.0
	4	3	6.0	6.1	55.1
	5	3	6.0	6.1	61.2
	7	2	4.0	4.1	65.3
	8	3	6.0	6.1	71.4
	9	2	4.0	4.1	75.5
	11	1	2.0	2.0	77.6
	16	1	2.0	2.0	79.6
	18	1	2.0	2.0	81.6
	35	1	2.0	2.0	83.7
	40	1	2.0	2.0	85.7
	70	1	2.0	2.0	87.8
	85.7	1	2.0	2.0	89.8
	100	1	2.0	2.0	91.8
	120	1	2.0	2.0	93.9
	150	1	2.0	2.0	95.9
	180	1	2.0	2.0	98.0
	310	1	2.0	2.0	100.0
	Total	49	98.0	100.0	
Missing	System	1	2.0		
Total		50	100.0		

2. Please estimate the number of your employees that live in Yellow Springs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	6	12.0	13.0	13.0
	1	10	20.0	21.7	34.8
	2	8	16.0	17.4	52.2
	3	3	6.0	6.5	58.7
	4	3	6.0	6.5	65.2
	5	1	2.0	2.2	67.4
	7	2	4.0	4.3	71.7
	8	1	2.0	2.2	73.9
	10	3	6.0	6.5	80.4
	11	2	4.0	4.3	84.8
	12	2	4.0	4.3	89.1
	15	1	2.0	2.2	91.3
	17	1	2.0	2.2	93.5
	18	1	2.0	2.2	95.7
	35	1	2.0	2.2	97.8
	42	1	2.0	2.2	100.0
	Total	46	92.0	100.0	
Missing	System	4	8.0		
Total		50	100.0		

3. What are your hours of operation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business hours between 7-5	19	38.0	38.8	38.8
	Business hours and weekends	9	18.0	18.4	57.1
	Extended hours or additional shifts	9	18.0	18.4	75.5
	24 hours	6	12.0	12.2	87.8
	By appointment	1	2.0	2.0	89.8
	Not sure/ Varies/not applicable	5	10.0	10.2	100.0
	Total	49	98.0	100.0	
Missing	System	1	2.0		
Total		50	100.0		

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4. What is your busiest day of the week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekends	18	36.0	39.1	39.1
	During the week	15	30.0	32.6	71.7
	Other	2	4.0	4.3	76.1
	Not sure/ Varies	6	12.0	13.0	89.1
	Not applicable	5	10.0	10.9	100.0
	Total	46	92.0	100.0	
Missing	Refused	4	8.0		
Total		50	100.0		

5. What is your busiest time of day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mornings	8	16.0	17.4	17.4
	Afternoons	14	28.0	30.4	47.8
	Evenings	4	8.0	8.7	56.5
	Weekends	2	4.0	4.3	60.9
	Other	3	6.0	6.5	67.4
	Consistent traffic all day	3	6.0	6.5	73.9
	Not sure/ Varies	6	12.0	13.0	87.0
	Not applicable	6	12.0	13.0	100.0
	Total	46	92.0	100.0	
Missing	Refused	4	8.0		
Total		50	100.0		

6. How many customers/clients visit your business (on average) per week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	14.0	16.3	16.3
	1	2	4.0	4.7	20.9
	2	1	2.0	2.3	23.3
	4-5	1	2.0	2.3	25.6
	7	1	2.0	2.3	27.9
	8-10	2	4.0	4.7	32.6
	10	2	4.0	4.7	37.2
	15	1	2.0	2.3	39.5
	20-30	1	2.0	2.3	41.9
	30	2	4.0	4.7	46.5
	45	1	2.0	2.3	48.8
	50	4	8.0	9.3	58.1
	50-60	1	2.0	2.3	60.5
	70-75	1	2.0	2.3	62.8
	100	1	2.0	2.3	65.1
	125	1	2.0	2.3	67.4
	150	1	2.0	2.3	69.8
	200	4	8.0	9.3	79.1
	300	2	4.0	4.7	83.7
	500	1	2.0	2.3	86.0
	750	1	2.0	2.3	88.4
	876 ³	1	2.0	2.3	90.7
	1,000	1	2.0	2.3	93.0
	2,471 ⁴	1	2.0	2.3	95.3
	5,500-6,000	1	2.0	2.3	97.7
	20,000-25,000	1	2.0	2.3	100.0
	Total	43	86.0	100.0	
Missing	System	7	14.0		
Total		50	100.0		

³ 676 students (Ohio Dept. Education, 2004-2005) + 200 parents weekly.

⁴ Figure based on 128,500 annual visitors to the Glen Helen Nature Preserve. 128,500 = 100,000 visitors to the Preserve + 25,000 program participants + 3,500 school children participating in the educational programs. 128,500 visitors/52 weeks = 2,471 average weekly visitors.

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7. What community events increase your foot traffic or sales volume? Yoga Workshops

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	5	10.0	100.0	100.0
Missing System	45	90.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Art stroll

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	9	18.0	100.0	100.0
Missing System	41	82.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Street Fair

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	15	30.0	100.0	100.0
Missing System	35	70.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Studio Tour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	5	10.0	100.0	100.0
Missing System	45	90.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Writer Workshops

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	7	14.0	100.0	100.0
Missing System	43	86.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Graduations, reunions, and other academic events

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	7	14.0	100.0	100.0
Missing System	43	86.0		
Total	50	100.0		

7. What community events increase your foot traffic or sales volume? Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	8	16.0	100.0	100.0
Missing System	42	84.0		
Total	50	100.0		

8. Which downtown businesses complement your business the most? Retail stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	18	36.0	100.0	100.0
Missing System	32	64.0		
Total	50	100.0		

8. Which downtown businesses complement your business the most? Restaurants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	20	40.0	100.0	100.0
Missing System	30	60.0		
Total	50	100.0		

8. Which downtown businesses complement your business the most? Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	34.0	100.0	100.0
Missing System	33	66.0		
Total	50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

8. Which downtown businesses complement your business the most? None

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	8.0	100.0	100.0
Missing	System	46	92.0		
Total		50	100.0		

9. What types of businesses would you most like to see attracted to downtown? Retail stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	32.0	100.0	100.0
Missing	System	34	68.0		
Total		50	100.0		

9. What types of businesses would you most like to see attracted to downtown? Restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	28.0	100.0	100.0
Missing	System	36	72.0		
Total		50	100.0		

9. What types of businesses would you most like to see attracted to downtown? Professional offices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	14.0	100.0	100.0
Missing	System	43	86.0		
Total		50	100.0		

9. What types of businesses would you most like to see attracted to downtown? Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	34.0	100.0	100.0
Missing	System	33	66.0		
Total		50	100.0		

9. What types of businesses would you most like to see attracted to downtown? Not sure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	2.0	100.0	100.0
Missing	System	49	98.0		
Total		50	100.0		

10. Which community assets, if developed would most benefit your business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commerce Park	1	2.0	3.2	3.2
	Any business	4	8.0	12.9	16.1
	Housing	7	14.0	22.6	38.7
	Other	17	34.0	54.8	93.5
	Unsure or no opinion	2	4.0	6.5	100.0
	Total	31	62.0	100.0	
Missing	System	19	38.0		
Total		50	100.0		

11. Do you have plans to expand or reduce operations in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expand	11	22.0	25.6	25.6
	Maintain	32	64.0	74.4	100.0
	Total	43	86.0	100.0	
Missing	Refused	7	14.0		
Total		50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

What is your primary NAICS/SIC Code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Construction	1	2.0	2.0	2.0
	Manufacturing	3	6.0	6.0	8.0
	Wholesale	3	6.0	6.0	14.0
	Retail	11	22.0	22.0	36.0
	Information	1	2.0	2.0	38.0
	Finance & Insurance	1	2.0	2.0	40.0
	Real Estate	1	2.0	2.0	42.0
	Professional, Scientific & Technical Services	1	2.0	2.0	44.0
	Educational Services	7	14.0	14.0	58.0
	Health Care & Social Assistance	2	4.0	4.0	62.0
	Arts, Entertainment & Recreation	1	2.0	2.0	64.0
	Accommodations	1	2.0	2.0	66.0
	Food Service	4	8.0	8.0	74.0
	Other Services (except Public Administration)	11	22.0	22.0	96.0
	Public Administration	1	2.0	2.0	98.0
	Religious Organizations	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

13. How long have you been in operation at this location?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	1	2.0	2.0	2.0
	1-4 years	7	14.0	14.3	16.3
	5-9 years	8	16.0	16.3	32.7
	10-24 years	14	28.0	28.6	61.2
	25-49 years	10	20.0	20.4	81.6
	50-99 years	7	14.0	14.3	95.9
	100 or more years	2	4.0	4.1	100.0
	Total	49	98.0	100.0	
Missing	Refused	1	2.0		
Total		50	100.0		

15. Does your business own or rent its space?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	26	52.0	55.3	55.3
	Rent	21	42.0	44.7	100.0
	Total	47	94.0	100.0	
Missing	Refused	3	6.0		
Total		50	100.0		

16. Where do your customers typically park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On our property parking lot	25	50.0	54.3	54.3
	Downtown Parking Lot	9	18.0	19.6	73.9
	Street	7	14.0	15.2	89.1
	Other	5	10.0	10.9	100.0
	Total	46	92.0	100.0	
Missing	Refused	4	8.0		
Total		50	100.0		

14. Do you have your own in-house meeting/conference facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	22	44.0	44.9	44.9
	Yes	27	54.0	55.1	100.0
	Total	49	98.0	100.0	
Missing	Refused	1	2.0		
Total		50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

17. Where do your employees typically park?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On our property parking lot	26	52.0	54.2	54.2
	Downtown Parking Lot	11	22.0	22.9	77.1
	Street	5	10.0	10.4	87.5
	Other	2	4.0	4.2	91.7
	Not applicable	4	8.0	8.3	100.0
	Total	48	96.0	100.0	
Missing	Refused	2	4.0		
Total		50	100.0		

36. Can your employees get from work to retailers or restaurants in Yellow Springs easily and within the scheduled lunch period without driving?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	22.0	25.6	25.6
	Yes	32	64.0	74.4	100.0
	Total	43	86.0	100.0	
Missing	Refused	7	14.0		
Total		50	100.0		

37. On a scale from 1 to 4, one being very easy and 4 being very difficult, how easy is it for you or your employees to find a parking space in downtown Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very easy	11	22.0	24.4	24.4
	Easy	11	22.0	24.4	48.9
	Difficult	12	24.0	26.7	75.6
	Very difficult	6	12.0	13.3	88.9
	Not Applicable	5	10.0	11.1	100.0
	Total	45	90.0	100.0	
Missing	Refused	5	10.0		
Total		50	100.0		

38. Would signs directing you or your employees to additional parking be helpful?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	24	48.0	53.3	53.3
	Yes	21	42.0	46.7	100.0
	Total	45	90.0	100.0	
Missing	Refused	5	10.0		
Total		50	100.0		

40. Would your company utilize public transportation equipment such as a small commuter van/bus for special functions, meetings, business recruitment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	35	70.0	77.8	77.8
	Yes	5	10.0	11.1	88.9
	Unsure, why?	5	10.0	11.1	100.0
	Total	45	90.0	100.0	
Missing	Refused	5	10.0		
Total		50	100.0		

44. Do you think your employees would use a shuttle system to get from work to points of interest in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	64.0	72.7	72.7
	Yes	12	24.0	27.3	100.0
	Total	44	88.0	100.0	
Missing	Refused	6	12.0		
Total		50	100.0		

45. Would your employees use simple public transit to (select all that apply)? Get to work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	26.0	100.0	100.0
Missing	Instructed to skip	27	54.0		
	Refused	10	20.0		
Total		37	74.0		
Total		50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

45. Would your employees use simple public transit to (select all that apply)? Go to lunch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	18.0	100.0	100.0
Missing	Instructed to skip	31	62.0		
	Refused	10	20.0		
	Total	41	82.0		
Total		50	100.0		

45. Would your employees use simple public transit to (select all that apply)? Complete Errands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	22.0	100.0	100.0
Missing	Instructed to skip	30	60.0		
	Refused	9	18.0		
	Total	39	78.0		
Total		50	100.0		

45. Would your employees use simple public transit to (select all that apply)? Go home from work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	24.0	100.0	100.0
Missing	Instructed to skip	27	54.0		
	Refused	11	22.0		
	Total	38	76.0		
Total		50	100.0		

45. Would your employees use simple public transit to (select all that apply)? Other, please specify

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	8.0	100.0	100.0
Missing	Instructed to skip	32	64.0		
	Refused	14	28.0		
	Total	46	92.0		
Total		50	100.0		

46. How many of your employees would need special equipment such as wheel chair service?

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

47. To help us determine if a fixed-schedule service would work for your company, please estimate the percentage of your employees on a flex schedule.

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

48. What day of the week, if any, do you think your employees would demand more service? Monday

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

48. What day of the week, if any, do you think your employees would demand more service? Tuesday

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

48. What day of the week, if any, do you think your employees would demand more service? Wednesday

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

48. What day of the week, if any, do you think your employees would demand more service? Thursday

		Frequency	Percent
Missing	Instructed to skip	32	64.0
	Refused	18	36.0
	Total	50	100.0

48. What day of the week, if any, do you think your employees would demand more service? Friday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	4.0	100.0	100.0
Missing	Instructed to skip	32	64.0		
	Refused	16	32.0		
	Total	48	96.0		
Total		50	100.0		

48. What day of the week, if any, do you think your employees would demand more service? Saturday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	8.0	100.0	100.0
Missing	Instructed to skip	32	64.0		
	Refused	14	28.0		
	Total	46	92.0		
Total		50	100.0		

48. What day of the week, if any, do you think your employees would demand more service? Sunday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	4.0	100.0	100.0
Missing	Instructed to skip	32	64.0		
	Refused	16	32.0		
	Total	48	96.0		
Total		50	100.0		

48. What day of the week, if any, do you think your employees would demand more service? Each day equally

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	26.0	100.0	100.0
Missing	Instructed to skip	27	54.0		
	Refused	10	20.0		
	Total	37	74.0		
Total		50	100.0		

49. Would your company be willing to help subsidize shuttle service so that this service could be offered in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	24.0	60.0	60.0
	Yes	8	16.0	40.0	100.0
	Total	20	40.0	100.0	
Missing	Instructed to skip	24	48.0		
	Refused	6	12.0		
	Total	30	60.0		
Total		50	100.0		

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50. Do you walk from your place of employment to other establishments in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	12	24.0	26.1	26.1
	Yes	34	68.0	73.9	100.0
	Total	46	92.0	100.0	
Missing	Refused	4	8.0		
Total		50	100.0		

51. Was it easy to cross the streets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	3	6.0	8.6	8.6
	Yes	32	64.0	91.4	100.0
	Total	35	70.0	100.0	
Missing	Instructed to skip	11	22.0		
	Refused	4	8.0		
Total		15	30.0		
Total		50	100.0		

52. Is the walk pleasant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	2	4.0	5.7	5.7
	Yes	33	66.0	94.3	100.0
	Total	35	70.0	100.0	
Missing	Instructed to skip	11	22.0		
	Refused	4	8.0		
Total		15	30.0		
Total		50	100.0		

53. Can you or your employees bicycle safely from your place of employment to other establishments in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	2	4.0	4.8	4.8
	Yes	40	80.0	95.2	100.0
	Total	42	84.0	100.0	
Missing	Refused	8	16.0		
Total		50	100.0		

54. Do you ride a bike from your place of employment to other establishments in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	28	56.0	62.2	62.2
	Yes	17	34.0	37.8	100.0
	Total	45	90.0	100.0	
Missing	Refused	5	10.0		
Total		50	100.0		

55. Where do you ride? Bike Path

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	32.0	100.0	100.0
Missing	Instructed to skip	27	54.0		
	Refused	7	14.0		
Total		34	68.0		
Total		50	100.0		

55. Where do you ride? Sidewalk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	8.0	100.0	100.0
Missing	Instructed to skip	29	58.0		
	Refused	17	34.0		
Total		46	92.0		
Total		50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

55. Where do you ride? Bike Lane (on the road)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	10.0	100.0	100.0
Missing	Instructed to skip	29	58.0		
	Refused	16	32.0		
	Total	45	90.0		
Total		50	100.0		

55. Where do you ride? Road

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	34.0	100.0	100.0
Missing	Instructed to skip	28	56.0		
	Refused	5	10.0		
	Total	33	66.0		
Total		50	100.0		

56. How was the surface that you rode on?

		Frequency	Percent
Missing	Instructed to skip	29	58.0
	Refused	21	42.0
	Total	50	100.0

57. Were the intersections you rode through easy to navigate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	2	4.0	12.5	12.5
	Yes	14	28.0	87.5	100.0
	Total	16	32.0	100.0	
Missing	Instructed to skip	29	58.0		
	Refused	5	10.0		
	Total	34	68.0		
Total		50	100.0		

58. Is it easy to park a bike in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	5	10.0	33.3	33.3
	Yes	10	20.0	66.7	100.0
	Total	15	30.0	100.0	
Missing	Instructed to skip	29	58.0		
	Refused	6	12.0		
	Total	35	70.0		
Total		50	100.0		

59. Where would you like to see additional bicycle parking or bike racks?

		Frequency	Percent
Missing	Instructed to skip	29	58.0
	Refused	21	42.0
	Total	50	100.0

60. Do you provide an outdoor bicycle parking area for your employees where bicycles can be secured or locked?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	24	48.0	52.2	52.2
	Yes	22	44.0	47.8	100.0
	Total	46	92.0	100.0	
Missing	Refused	4	8.0		
Total		50	100.0		

61. Does the bicycle parking area provide protection from the elements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	52.0	78.8	78.8
	Yes	7	14.0	21.2	100.0
	Total	33	66.0	100.0	
Missing	Refused	17	34.0		
Total		50	100.0		

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

62. Wall mounted bike racks are space efficient and a standing bike rack fits into a 14 foot by 6 foot space. Do you provide an indoor bicycle parking area or room for your employees?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, why not?	35	70.0	83.3	83.3
	Yes	7	14.0	16.7	100.0
	Total	42	84.0	100.0	
Missing	Refused	8	16.0		
Total		50	100.0		

63. If bicycles were available to rent or borrow from your place of employment, how likely is it that you or your employees would use a bike to travel from your location to downtown Yellow Springs? Rent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	2	4.0	5.0	5.0
	Likely	2	4.0	5.0	10.0
	Not likely	2	4.0	5.0	15.0
	Not at all likely	30	60.0	75.0	90.0
	Not sure	4	8.0	10.0	100.0
	Total	40	80.0	100.0	
Missing	Refused	10	20.0		
Total		50	100.0		

63. If bicycles were available to rent or borrow from your place of employment, how likely is it that you or your employees would use a bike to travel from your location to downtown Yellow Springs? Borrow

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	3	6.0	7.7	7.7
	Likely	4	8.0	10.3	17.9
	Not likely	2	4.0	5.1	23.1
	Not at all likely	25	50.0	64.1	87.2
	Not sure	5	10.0	12.8	100.0
	Total	39	78.0	100.0	
Missing	Refused	11	22.0		
Total		50	100.0		

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Appendix C: Open-ended Responses

Community Shuttle Assessment

In an effort to connect businesses to community amenities in Yellow Springs, we are assessing interest and market demand for a small public transit service or limited service transportation like a community shuttle (bus or van).

39. In what ways, if any, would a small public transit system affect your place of employment?

- Because of a dense downtown, all amenities are within walking distance. We hope it stays this way.
- Hard to say
- I don't think this is an option for our employees
- If it brought more people to Yellow Springs, we would benefit financially (3)
- It really would not be useful, everything is within walking distance
- It would be a great service
- It would help customers get here from far away parking
- Location of bus stops
- Might increase residents access to municipal offices and functions
- Minimally (2)
- No impact (15)
 - A local transit system does not impact us at all
- Not applicable (4)
- Not sure. Most need the independence of their own vehicle, but it's an interesting idea.
- Possibly help employees that live locally to get to and from work. Also, for potential customers to get to and from town
- Senior citizens (2)
 - We have a lot of senior citizens that exercise at Curves so they could definitely use a shuttle.
- To get into the village for lunch
- Unsure but could help
- Wonderful idea
- Would allow volunteers to not have to walk, bike, or drive

- Would bring more visitors
- Would greatly benefit (5)
 - It would be beneficial especially if we were part of the route and people could visit us, park here and go to John Bryant and the Glen
 - If it provided more parking for town visitors and a way to access downtown on weekends
 - Would make it easier for customers (business/personal) to reach us during the business day from downtown

40. Would your company utilize public transportation equipment such as a small commuter van/bus for special functions, meetings, business recruitment? Unsure, why?

- Depends on how the service is set up
- It depends on the special function, meetings or business recruitment (2)
- No, clients drive, walk, bike here and park
- No, we do not have special functions, meetings, etc.
- No, we have one already
- Yes, charter basis
- Yes, on a limited basis, every October
- Unsure, depends on the type of transit
- Unsure, has happened once when group came in for training

41. What are the main destinations that you think a shuttle bus or van should serve?

- Antioch Campus (10)
- Antioch Publishing
- Antioch Campus West/Center for Business and Education (5)
- Beavercreek hotels and restaurants
- Cemetery Street
- Dayton/ Enon streets (2)
- Downtown (Yellow Springs) (14)
- Downtown Dayton (2)
- Elementary School (2)
- Fairborn (2)
- Fairfield Commons

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- Friends Care Center (4)
- Glen Helen (3)
- High School (4)
- I do not see a need
- I don't know (2)
- In community
- John Bryan (3)
- Kroger's
- Library
- Local Universities
- Longer distance than 3 blocks
- Loop around perimeter of town to major employers
- Maybe even Hearthstone Inn in Cedarville
- Maybe Springfield
- None (2)
- Parks
- Regional, otherwise not necessary
- Residential Areas (3)
- Restaurants (2)
- Southside of town on Route 68 near Dollar Store (4)
- Spillan Road
- Springs Motel
- That's what I'm not sure of
- Senior Center/the elderly (20)
- Village Offices
- Xenia (2)
- Young's Dairy (7)

42. What times of day would a shuttle service best serve your company and your employees?

- ?
- 7:30-8am
- 8am-2pm
- 8am-6pm
- 9am-5:30pm
- 10:00am
- 10:00am-4:00pm
- 10:00am-6:00pm
- 11:30am-1:30pm
- 3:00pm
- 3:30-5:30pm
- 6:00pm-12am
- 7am-7pm
- All day Saturday
- At night
- Based on customer needs
- Lunchtime
- Monday through Thursday lunch hours
- Mid-morning and afternoon
- No need
- Seasonal but predominantly 10-8pm, 7 days a week
- Weekday business hours, Evenings and weekends
- Weekends, 9-8 Fri, Sat, Sun
- Varies

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

43. What percentage of your employees do you think would use the shuttle?

- ?
- 0 or none (19)
- 1 -2% (40)
- 2% (4+100 emp)
- 5-10% (35 emp)
- 10% (2+7 emp)
- 25% (2+7 emp)
- 50% (8+8 emp)
- 100% (2+5+70 emp)
- Based upon customer needs
- Help with non-driving children
- Not applicable
- Not drive after bar hopping

45. Would your employees use simple public transit to (select all that apply)? Other, please specify

- Between Antioch campuses
- Depends on schedule
- Help with non-driving children
- If their car broke down

46. How many of your employees would need special equipment such as wheel chair service?

- None (17)
- The service would benefit my clients not my employees
- Workshops

47. To help us determine if a fixed-schedule service would work for your company, please estimate the percentage of your employees on a flex schedule.

- 2% (87 emp)
- 40% (7emp)
- 50% (2) (364+35 emp)
- 75% (2 emp)
- 90% (4 emp)
- 100% (3) (1.5+2 emp)
- None (2)

49. Would your company be willing to help subsidize shuttle service so that this service could be offered in Yellow Springs? If yes, please estimate an annual amount \$_____

- \$100-\$200
- \$150
- \$150-\$200
- Don't know
- Individuals could pay/might reimburse them with \$ in-kind
- Many more questions would need to be answered
- Yes, maybe since our business is local government- that would be a political decision

Bikeable and Walkable Community Assessment

50. Do you walk from your place of employment to other establishments in Yellow Springs? No, why not?

- Age
- Because I am the sole F/T staff and I usually come and go straight from there to home via the bank
- Distance (5)
- Don't live in Yellow Springs (2)
- Not enough time (2)
- Not often
- Physically too difficult/must transport large items (walking and biking is a bad idea for my kind of business)
- Sometimes I walk but I live down by the dollar store

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

51. Was it easy to cross the streets? No, why not?

- Bad sidewalk on west side of Corry
- Too much truck traffic

52. Is the walk pleasant? No, why not?

- On Xenia Ave. too much noise and air pollution
- Too far
- Too many sidewalk obstructions (snow, ice, shrubbery)

53. Can you or your employees bicycle safely from your place of employment to other establishments in Yellow Springs? No, why not?

- Live on Clifton Road, business done from trucks
- Sidewalks too narrow and congested

54. Do you ride a bike from your place of employment to other establishments in Yellow Springs? No, why not?

- Arthritis
- Choose not to
- Distance and time (5)
 - Live outside village
 - Nonresident/infrequency
- Don't own a bike (2)
- Have too much to carry
- I can not ride a bike (physical inability)
- I don't bike (2)
- I drive my car to work
- In truck
- Never thought about it
- Not feasible to bike to work
- Walk (4)

56. How was the surface that you rode on?

- Bike path
- Depends on route
- Fine/OK (8)
- Great (2)
- Mixed
- Our streets are in bad shape (5)
- Too much gravel on curbs

57. Were the intersections you rode through easy to navigate? No, why not? Where?

- Sometimes dangerous, Dayton St.
- Xenia and Corry Angled- Awkward, Bike Path- Xenia - No stop (2)

58. Is it easy to park a bike in Yellow Springs? No, why not?

- Don't know
- Not enough bike paths or shoulder room on roads
- Not enough racks in the right places (5)
 - o Besides the parking lot uptown, there are no real bike parks or bike racks

59. Where would you like to see additional bicycle parking or bike racks?

- All parking lots
- All public schools
- Bike trail access points
- Central location off main track
- Downtown (5)
- A few key spots downtown
- It would be nice to have a few more options
- At either end of downtown
- Short St. (center location-off main track)
- Gaunt Park
- John Bryan Center
- Near Presbyterian Church

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

- Short street
- Unknown
- Yes

60. Do you provide an outdoor bicycle parking area for your employees where bicycles can be secured or locked? No, why not?

- Limited funds
- No need (8)
- No space/room (4)
- No, we have an area inside the building (2)
- Only a couple of people ride bikes and only very infrequently
- People can park their bikes in my garage, yard, or porch (4)
- We do not own the building, have not had the \$\$ to invest
- Yes, but minimal

62. Wall mounted bike racks are space efficient and a standing bike rack fits into a 14 foot by 6 foot space. Do you provide an indoor bicycle parking area or room for your employees? No, why not?

- Expense (2)
- Insufficient demand/have not been asked (4)
- No need/employees don't bike (11)
 - Employees store bikes in their offices
- Space/room (9)
- Yes, one employee keeps bike in warehouse – rides during lunch occasionally for exercise

64. Do you have any additional comments?

- Adding more foot traffic and biking does not increase my business. Bringing clients to Yellow Springs makes a difference when restaurants are quiet, clean, some good food, shops are open, clean and organized, sales persons are attentive and pleasant. What reflects on my business is the tenor of the town. Also having easy access by car around the downtown (such as from Xenia Ave. across to Limestone/Walnut to Dayton St. with Short St as an option- is very important to my easy of doing banking and other business with other in town venders.
- Biggest issue is housing management space providing in new facility

- Bikes are not allowed to be ridden on the sidewalks downtown. Bikers ride on the street through town but it is a hassle when traffic is heavy. This town is small and I see no use for a shuttle
- Good survey. Many roads in poor condition. Better signage to activity generators. Put in round-about at Corry and Xenia Ave. Since a great opportunity to be bicycle friendly, suggest taking out one or two parking spaces a put in bicycle racks on Xenia Ave. and possibly Short Street.
- Hope this produces some micro-transportation in Yellow Springs and bike racks.
- I love the small town atmosphere of Yellow Springs. It is a treasure. We need to keep it rural, friendly and free from chain motels, restaurants, stores. This is what makes our town so special. I think Yellow Springs doesn't have much of what surrounding areas do. Would not want chain motel to locate in Yellow Springs, there are enough facilities nearby.
- I think our infrastructure needs to be updated. In doing that special consider should be given to making it bike friendly and add more parking. Kids at schools may also use shuttle. This town is pretty senior friendly and coordinating transportation with other communities would be advantageous.
- I want our downtown to serve (1) local residents basic needs - conveniently, (2) visitors- pleasant day trip shopping and meal. Except for very well attended special events, shuttle is a waste of money and polluting in addition.
- Parking for downtown businesses are Xenia Ave, Dayton St and Corry streets are very limited especially during summer higher traffic time. I suggest we make the parking behind Keith's Alley on Corry Street into a combination parking area and picnic area.
- Parking is problem as people park on our lot and shop for extended periods in downtown Yellow Springs. More hotel/accommodations would be nice to attract more visitors. Shuttle system on fixed schedule that stops one side streets not main street "Xenia Ave", as to not block traffic would possibly eliminate a lot of cars in downtown and help make town more accessible for all.
- Since most people arrive in Yellow Springs by car, why would public transportation be necessary for visitors? Perhaps local seniors would benefit perhaps students. Are senior transportation services available subsidized? Should college provide transportation for students? Not sure transit community benefits great enough to warrant subsidizing.

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

- Sorry, but not every business is retail or office oriented. My tax money detests being spent on just solving problems for other matches; there is no space for non-office commercial or non-retail in the village. Good luck, but don't forget about us services and construction providers!
- Thank you
- Thank you for taking the time and energy to care about and work on making our community better as a whole
- The whole downtown is only 5 blocks. Survey is another big waste of public money.
- We all live out of town and drive to work. Our office is located downtown
- We appreciate your efforts; however, we wonder why the planning of our village is being conducted through a private non profit organization vs. our elected officials, and public process. We would like to see effort and resources going towards revitalizing our Downtown. Using existing infrastructure, "filling in" and creating a dense vibrant energetic downtown, which ultimately will attract innovative young families to Yellow springs, to buy homes, send children to school and start their own businesses
- We have residents at the Dharma Center who take advantage of Antioch's bike sharing. We support use of more biking and walking. We have participants who walk into town to have tea after Saturday and Sunday morning meditation sessions. These walks are pleasant.
- We need to keep our village a viable, sustainable eco-friendly and affordable community for families and people of all ages.
- Yes, if there is a need for a shuttle, it would be to the Glen, John Bryan, Clifton Gorge, etc. There is no need for a community shuttle outside those locations. The community is walkable.

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Appendix D: Special Calculations

Frequencies

I. What is your total number of full time equivalent (FTE) employees?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid	.0	8
	1.0	8
	1.5	1
	2.0	5
	3.0	1
	3.5	1
	4.0	3
	5.0	3
	7.0	2
	8.0	3
	9.0	2
	11.0	1
	16.0	1
	18.0	1
	35.0	1
	40.0	1
	70.0	1
	85.7	1
	100.0	1
	120.0	1
	150.0	1
	180.0	1
	310.0	1
	Total	49
Missing	System	1
	Total	50

Total number of full time equivalent (FTE) employees that cannot get to retailers or restaurants within the scheduled lunch period without driving.

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid 1.0	1	1
2.0	1	2
4.0	1	4
8.0	1	8
40.0	1	40
70.0	1	70
100.0	1	100
120.0	1	120
150.0	1	150
180.0	1	180
310.0	1	310
Total	11	985

What is your total number of full time equivalent (FTE) employees finding it difficult to park in downtown Yellow Springs?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid .0	2	0
1.0	1	1
2.0	4	8
3.0	1	3
5.0	2	10
7.0	1	7
8.0	1	8
11.0	1	11
16.0	1	16
18.0	1	18
85.7	1	85.7
100.0	1	100
180.0	1	180
Total	18	447.7

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

Businesses that believe that they would use a shuttle for special functions, meetings, or business recruitment by number of attendees specified for functions for which the business does not have the capacity to host in-house. Special total for shuttle (recoded)

		Frequency
Valid	Nothing specified	1
	Annually no number of attendees specified, in October	1
	12 twice monthly (meeting) and 50 monthly (banquet)	1
	10 no frequency specified (meetings) 20 yearly (banquet)	1
	30 weekly (other - residencies) 30 to 60 no frequency specified (meeting)	1
	Total	5

Crosstabs

1. What is your total number of full time equivalent (FTE) employees? * 43. What percentage of you employees would use a shuttle system to get from work to points of interest in Yellow Springs? Crosstabulation

Count

		43. What percentage of you employees would use a shuttle system to get from work to points of interest in Yellow Springs?						Number of Employees
Full-time Equivalent Employees		.000	.020	.100	.250	.500	1.000	
	2.0	0	0	1	1	0	1	2.7
1. What is your total number of full time equivalent (FTE) employees?	4.0	0	1	0	0	0	0	0.08
	5.0	0	0	0	0	0	1	5
	7.0	0	0	1	1	0	0	2.45
	8.0	0	0	0	0	2	0	8
	18.0	1	0	0	0	0	0	0
	70.0	0	0	0	0	0	1	70
	150.0	1	0	0	0	0	0	0
Total Number of Employees								88.23
Total Number of Businesses		2	1	2	2	2	3	12

Frequencies

Total number of full time equivalent (FTE) employees of the companies which would benefit from the addition of public service transportation.

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid .0	2	0
1.0	1	1
2.0	2	4
3.5	1	3.5
4.0	1	4
5.0	1	5
7.0	2	14
8.0	2	16
70.0	1	70
120.0	1	120
150.0	1	150
Total	15	387.5

What is your total number of full time equivalent (FTE) employees who an easily find parking in downtown Yellow Springs?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid .0	5	0
1.0	5	5
1.5	1	1.5
2.0	1	2
3.5	1	3.5
4.0	2	8
5.0	1	5
7.0	1	7
8.0	1	8
9.0	2	18
35.0	1	35
40.0	1	40
Total	22	133

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

What is your total number of full time equivalent (FTE) employees who can get from work to retailers or restaurants in Yellow Springs easily within the scheduled lunch period without driving?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid .0	6	0
1.0	4	4
1.5	1	1.5
2.0	4	8
3.0	1	3
4.0	2	8
5.0	3	15
7.0	2	14
8.0	2	16
9.0	2	18
11.0	1	11
16.0	1	16
18.0	1	18
35.0	1	35
85.7	1	85.7
Total	32	253.2

What is your total number of full time equivalent (FTE) employees?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid	.0	7
	1.0	4
	1.5	1
	2.0	5
	3.5	1
	4.0	2
	5.0	3
	7.0	1
	8.0	3
	9.0	2
	11.0	1
	16.0	1
	18.0	1
	35.0	1
	40.0	1
	70.0	1
	85.7	1
	100.0	1
	120.0	1
	180.0	1
	310.0	1
Total	40	1076.7

Yellow Springs Transportation Service Needs and Priorities: Business Community Perception Survey

What is your total number of full time equivalent (FTE) employees not likely to rent a bicycle?

	Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid	.0	4	0
	1.0	6	6
	1.5	1	1.5
	2.0	3	6
	3.0	1	3
	4.0	1	4
	5.0	2	10
	7.0	2	14
	8.0	3	24
	9.0	1	9
	11.0	1	11
	16.0	1	16
	18.0	1	18
	35.0	1	35
	40.0	1	40
	85.7	1	85.7
	100.0	1	100
	120.0	1	120
Total		32	503.2

What is your total number of full time equivalent (FTE) employees not likely to borrow a bicycle?

Full-time Equivalent Employees	Frequency of Businesses	Total Number of Employees
Valid		
.0	4	0
1.0	6	6
1.5	1	1.5
2.0	3	6
4.0	1	4
5.0	2	10
7.0	1	7
8.0	1	8
9.0	1	9
11.0	1	11
16.0	1	16
18.0	1	18
40.0	1	40
85.7	1	85.7
100.0	1	100
120.0	1	120
Total	27	442.2