

Transit Village Monitoring Research

Commercial Survey Data: Metuchen, Rahway, South Amboy, South Orange

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www.policy.rutgers.edu/tod/transitvillages

SUMMARY

One component of VTC's evaluation of the New Jersey Transit Village Initiative involved conducting commercial surveys with businesses surrounding the transit stations in Metuchen, South Amboy, South Orange and Rahway. These surveys were administered to gather opinions from owners and managers about the effect of transit and the Transit Village designation on their businesses. There were also questions about the transportation habits of employees and parking provisions. The surveys took place from 2003–2005 and response rates were commendable, ranging from 31 to 50%, with Metuchen generating the highest number of returned surveys (see *Table 1* below).

Table 1: Respondents in each municipality

	Metuchen	S. Amboy	S. Orange	Rahway	Total
# of Respondents	90	61	39	50	240
Response Rate (%)	50%	33%	41%	31%	39%

Methodology

Directories of businesses in the transit village districts were obtained from various local sources. In Metuchen, lists from both the fire department and Chamber of Commerce were used to generate one master list, which included 180 businesses. MainStreet South Orange, a nonprofit group whose aim is to help revitalize the downtown, provided a directory of 96 businesses in South Orange. For South Amboy, the city government provided a directory of 186 businesses for this survey. In Rahway, Lenore Slothower, Director of the Department of Building, Engineering, Planning & Economic Development, provided a list of 160 businesses in the transit village district.

Each address was mailed a packet that included a cover letter explaining the purpose of the questionnaire, instructions about how to fill out the questionnaire, the questionnaire itself, and a return envelope with postage paid. Residents were also asked to return a separate postcard that tracked each address. This allowed for the complete anonymity of the responses, while still allowing each address to be tracked for a response. A second mailing was sent to each address for those that did not respond to the first round of surveys within ten days.

The results of the surveys are summarized below, first for Rahway's transit village district, as it is the most recent, and then across all four villages. Full detailed discussions, with illustrative charts, are found after the summary information.

Rahway (Transit Village District)

Smart Growth

- An overwhelming 94% of respondents favor new housing construction in the downtown area, but opinions are split (46% “Yes” vs. 50% “No”) regarding whether the residential development has increased business activity downtown.
- Approximately one-third of the business respondents were *not* aware that Rahway is a designated Transit Village, while 57% of the owners/managers felt that the Transit Village designation had *no impact* on their personal business.

Community Perception

- Three-fourths of the respondents asserted that Rahway is more attractive now than it was three years ago, but fewer (56%) believe it is more pleasant now, and only 44% believe safety has improved within the past three years.¹
- There are mixed emotions among respondents regarding whether Rahway is conducive to business activity: 14% rate it as excellent, 40% rate Rahway as a good place to conduct business, 24% feel Rahway is only a fair place to do business, and 20% rate it as poor.

Transit and Parking

- 72% of the businesses represented in this survey are within a 5-minute walking distance from the Rahway train station.
- 70% of the businesses that responded to the survey have at least one employee who drives alone to work, while 30% have at least one employee who walks to work, and 16% have at least one employee who takes the train to work.
- Nearly one-third of business owners feel there is inadequate parking for customers, employees, and residents; one-third believe there is sufficient parking available; the remaining one-third of the responses fall between these extremes.

Business Operations

- 62% of the businesses who responded have been in operation in their present location for over 10 years.
- 52% are closed on Saturdays, and 82% are closed on Sundays, while 44% of the businesses are busiest in the morning on weekdays, and 16% are busiest in the evening on weekdays.
- 64% of the owners/managers do not live in the city of Rahway.

¹Many of the questions asked about change in the downtown area since the town became a Transit Village (See Appendix A). It is important to remember that perception of change is based on the general well-being of the town when the designation was given. For example, responses that indicate little change in safety doesn't mean that the downtown is not safe. It may mean that the downtown has been considered “safe” over the entire period.

Metuchen, Rahway, South Amboy, South Orange (Transit Village Districts)

Smart Growth

- 93% of business owners felt that it is either “very important” or “somewhat important” that the state actively encourage growth and development in New Jersey’s existing downtown areas and commercial centers, while only 65% of the commercial respondents favor new housing construction in the downtown areas of their respective towns.
- Over half said the Transit Village designation had no impact on the downtown or on their own business, while 43% were not even aware of their town’s designation.

Community Perception

- 70%–80% of the respondents in Metuchen and South Amboy are confident that their respective town is a good or excellent place to conduct business, while only 54% of the respondents in both South Orange and Rahway expressed this reaction.
- Respondents indicate that all four downtown areas are now more attractive and pleasant, with the greatest improvements seen in Rahway and South Amboy.

Transit and Parking

- 60% of businesses represented in this survey are situated within a five-minute walk from the transit station, yet respondents feel that transit service does not necessarily have a positive impact on their business.
- 70%–90% of businesses have at least one employee who drives alone to work, and South Orange has the highest percentage of businesses with at least one employee using the train or bus.
- More businesses provide parking for *employees* than for *customers*.

Business Operations

- 78% of responding businesses have been in operation in their present location for over five years, and 58% has been in operation in their present location for over 10 years.
- 63% of surveyed businesses employ two to 10 people; 11% do not have any additional employees aside from the owner/manager; 12% employ 11 to 20 people; the small remaining percentage employ greater than 20 people.
- Businesses near transit stations tend to receive a great deal of business in the morning rather than in the evening. On weekdays, 47% claim to be busiest during morning hours, while only 30% claim to be busiest during evening hours.
- 64% of business owners/managers indicated that they are *not* residents of the town where they conduct business.

DETAILED DISCUSSION

Rahway (Transit Village District)

Smart Growth

The majority (72%) of Rahway respondents reported that it is “very important” for the State to actively encourage growth and development in existing downtown areas and commercial centers in New Jersey, while 22% responded that State involvement is somewhat important. In total, 94% of business owners support State involvement in downtown development.

In response to a question asking whether the Transit Village designation has affected their business on an individual basis, 40% of the entire sample of business owners/managers claimed that it has not had any effect. Additionally, 57% affirmed that there has been no impact on their personal business as a result of the Transit Village designation.

Alternatively, five people reported that the Transit Village designation has had a positive impact on their business, and an architect/planner commented that he felt that owners have a new interest in improving their business. One owner asserted that clients are more inclined to conduct business in this area now, and several acknowledged the increase in pedestrian traffic. Only two people indicated that the recent construction had *harmed* business activity.

An impressive 88% of respondents favor new housing construction in the downtown area, but opinions are split (46% “Yes” vs. 50% “No”) on whether the residential development has increased business activity downtown. Sixty-four percent of business respondents indicated that prior to receiving this survey, they were aware that Rahway was a designated Transit Village, while 34% was not aware of its status.

When asked whether the Transit Village designation had a noticeable impact on the downtown, the majority offered positive comments, *although 42% of respondents omitted this question altogether*. A considerable number of the respondents commented separately on improvements such as the new parking deck, the renovated train station and an increase in both commercial and residential construction. Some noted that more people are entering and exiting the town than before, while only a few felt that Rahway had recently undergone a “complete revitalization.”

Community Perception

Several respondents cited the increased cleanliness of the downtown as a result of the Transit Village designation. Numerous business owners have noticed attempts to keep the town more attractive, and one respondent specified that these efforts are among the mayor’s priorities. However, the *majority* of respondents felt that these efforts to make their town more attractive efforts have been relatively unsuccessful to date. One respondent described downtown Rahway’s “undesirable presence” as a factor that discouraged shoppers. Another stressed that there had been no improvement in the *quality* of business activity, and that consumption primarily consisted of food and alcohol rather than goods such as clothing.

There were mixed emotions among respondents regarding whether the Rahway transit village district is conducive for business activity. As shown in Figure 1 below, 14% rate it as “excellent,” 40% rate it as “good,” 24% feel it is only a “fair” place to conduct business, and 20% rate it as “poor.”



Figure 2 below demonstrates that business owners generally feel that Rahway’s attractiveness is *improving*. When asked whether the downtown is more or less pleasant to walk around now compared to three years ago, 26% of business owners responded that it is much more pleasant now, 30% responded that it is somewhat more pleasant now, 32% responded that it is about as pleasant as it was three years ago. The remainder (8%) felt that it was less pleasant than it was three years ago.

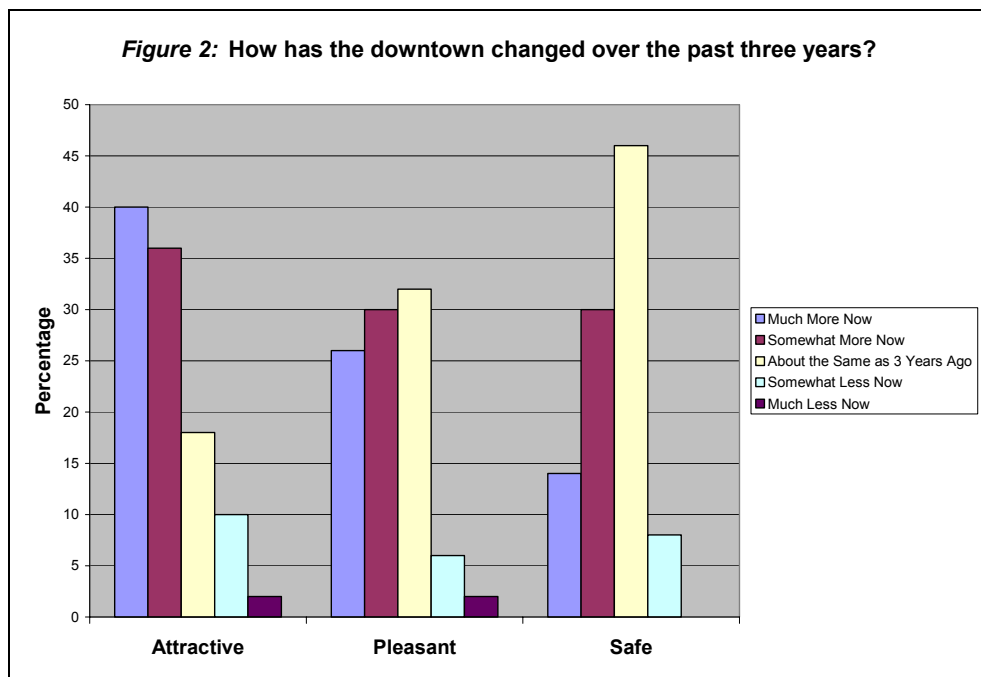


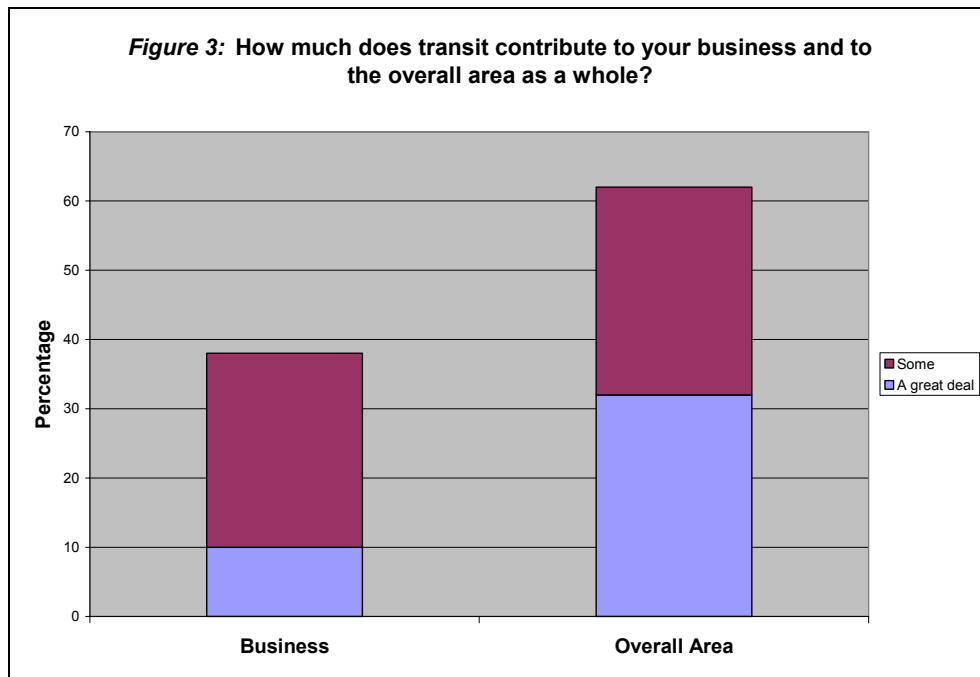
Figure 2 also demonstrates that varied opinions also exist with regard to safety in the downtown area. Results show that 14% of business owners/managers feel that downtown Rahway is much safer now compared to three years ago, and 30% feel that it is somewhat safer now, while the majority 46% believe the safety level is about the same as it was three years ago. Only 8% believe it is somewhat less safe now, while no respondents reported feeling it is much less safe now.

Transit and Parking

Thirty-six of the businesses (72%) represented in this survey are situated within a five-minute walk from the train station. Ten of the businesses (20%) are located within a 6–10 minute walk from the railroad station, while only one business is within an 11–20 minute walking distance from the station.

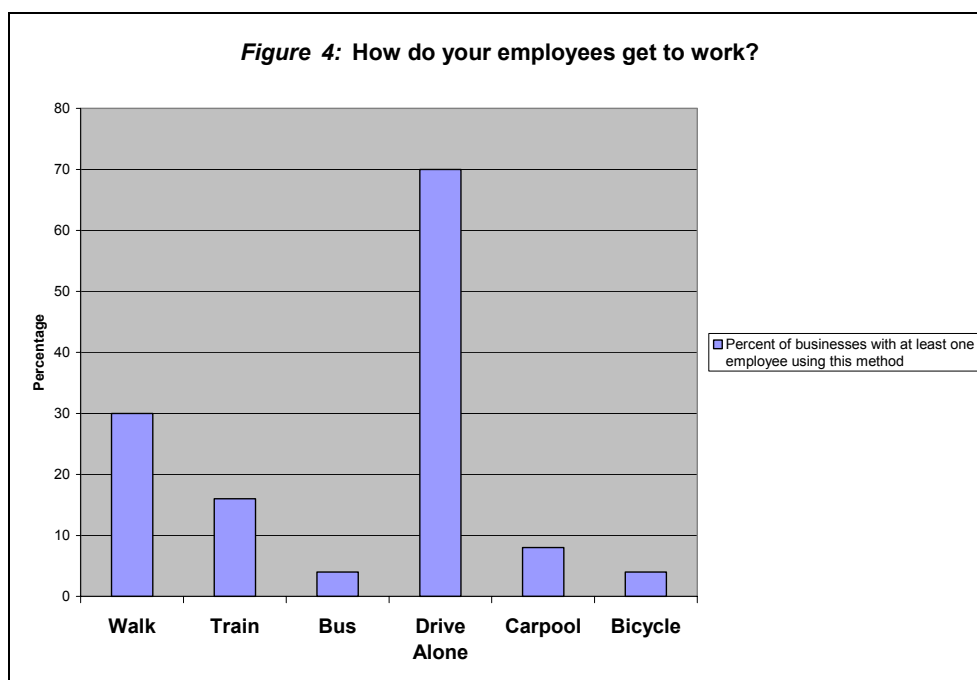
More significantly, 36% of business respondents receive fewer than 10 customers that are on their way to/from the train station per day, while 50% indicated that this question was not applicable to their type of business. The remainder of the sample (14%) mentioned that they received business from 11–100 commuters daily.

Business owners in the Rahway train station area do *not* tend to feel that the transit service greatly contributes to their individual business, as only five businesses (10%) felt that transit contributes a “great deal” to the success of their establishment. Responses were evenly divided over the alternatives as “some” contribution, “not that much” contribution, and “not at all” each received 28% of responses. In terms of transit service’s contribution to the *overall area* of Rahway, respondents were more positive. Thirty-two percent felt that transit contributed a great deal to the overall business atmosphere, 30% felt it has contributed somewhat, 24% stated that transit contributed “not that much,” and only 6% feel it had no contribution at all to the area’s business atmosphere. See Figure 3 below.



Twenty-six percent of business owners considered the proximity of the train station a major reason in choosing the location of their business, 18% considered it a minor reason, and 50% did not take the proximity of the train station into account when deciding on the location of their business.

As Figure 4 demonstrates, 30% of businesses have at least one employee who walks to work; 16% have at least one employee who takes the train to work; 4% have at least one employee who takes the bus to work, and 70% have at least one employee who drives alone to work. Additionally, 8% have at least one employee who carpools with others to work, while approximately 4% of businesses have at least one employee who uses a bicycle as transportation. In total, 28 employees of these businesses walk to work, 19 employees take the train, three employees take the bus, at least 100 employees drive alone to work, 36 employees carpool to work, and only two employees bicycle to work in Rahway.

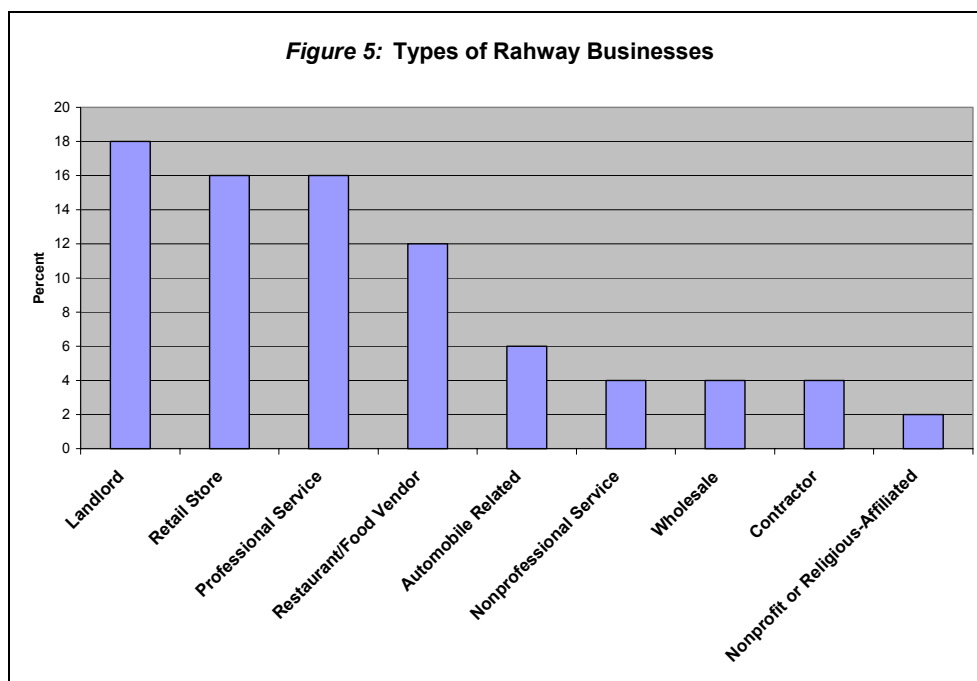


Opinions concerning the issue of parking are very divergent — 32% of the businesses believe there is an inadequate supply of available parking for customers, 28% believe there is plenty of available parking for customers, and the remaining 30% of the opinions fall between these extremes. Almost identical percentages apply to opinions regarding employee and residential parking. Most businesses agree that parking for commuters is sufficient. Forty-two percent provide parking for their customers while 52% provide parking for their employees.

Business Operations

As Figure 5 demonstrates, business types in Rahway's transit village district are very diverse. Sixteen percent of businesses classified themselves as a retail store; 16% are professional services; 12% are restaurants or food vendors; 6% are automobile related; 2%–6% are non-professional services; 2% is a nonprofit or religious-affiliated business; and none are industrial

businesses. Others specified that they are landlords (18%), wholesale businesses (4%), or contractors (4%).



An overwhelming 62% of the businesses have been in operation in their present location for over 10 years. Sixteen percent have been in operation for five–ten years, and 14% have been in operation for at least one year, but less than two years. Four percent have been in operation for four to five years, while none of the respondents indicated that they had been in business for less than four years.

Sixty-eight percent of businesses have between two and ten employees; 14% do not employ other workers aside from the owner/manager; 8% have 11–20 employees; 4% employ between 50 and 200 people, and none employ over 200 people.

Most businesses in the area offer only daytime hours. On weekdays, 20% of the businesses are open beyond 6 pm, and only 12% are open beyond 8 pm. Twelve percent of businesses are open after 7 pm on Saturdays, and 6% are open for business beyond 7 pm on Sundays. Fifty-two percent are closed on Saturdays, and 82% are closed on Sundays. Twenty-two percent of the businesses offer extended hours for meetings or other duties, most often on Thursdays or by appointment.

Approximately 22% of the businesses claim to be busiest during only the fall and/or winter months. Ten percent indicated that they were busy year-round, and another 10% said they were busiest during the summer months. Only 4% were busiest during spring and fall months. Weekdays were clearly the busiest time for the majority of businesses, and 44% of businesses indicated that weekday mornings in particular was their busiest time of the week.

Of the survey respondents themselves, 80% of the people who filled out the survey were owners of their respective business, and 12% were managers. Eighty percent of the office space of the

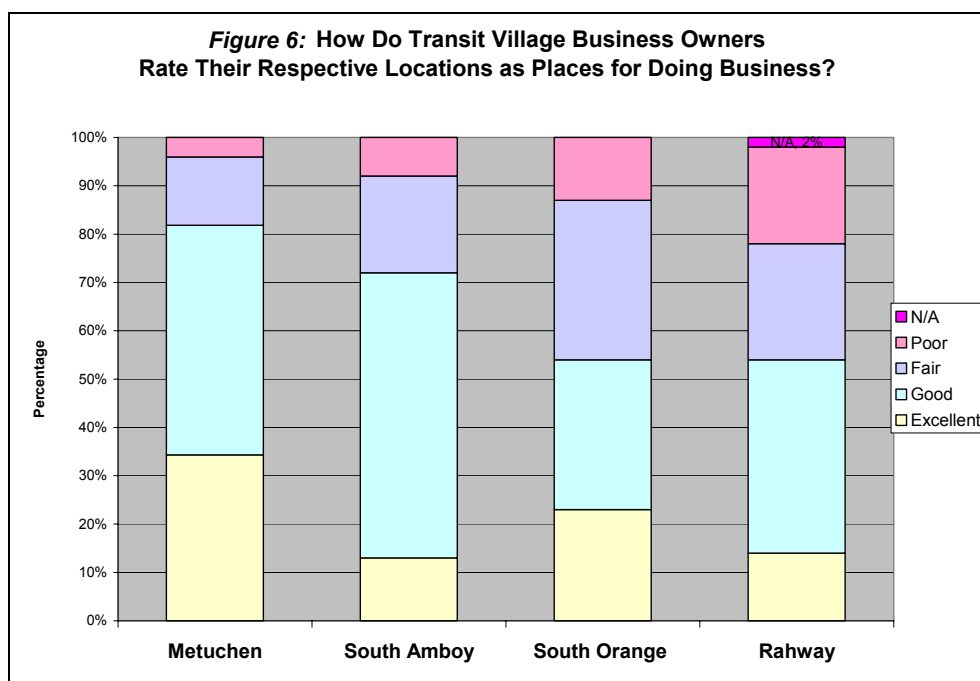
businesses that responded was leased, while 14% was owned. Sixty-four percent of the owners/managers do not live in the city of Rahway.

Cross-case analysis – Metuchen, South Amboy, South Orange, Rahway (transit village districts)

Smart Growth

A large number of New Jersey's downtown areas are in need of restoration and rejuvenation in order to maximize business activity and realize the full potential that these commercial areas possess. Transit Villages, in particular, are working to facilitate the improvement of their appearance, walkability, and safety. Across the four towns surveyed, 93 percent of the merchant respondents affirmed that it is either "very important" or "somewhat important" that the state actively encourage growth and development in New Jersey's existing downtown areas and commercial centers. The general uniformity of the respondents' attitudes toward this matter is strong evidence that business owners are extremely supportive of the state's efforts to renovate and revitalize commercial centers.

New housing construction in downtown areas is crucial to the continual development of transit village districts, as it offers more opportunities for increased business activity. Overall, 65 percent of commercial respondents favor new housing construction in the downtown areas of their respective towns, with Rahway having the greatest number of respondents favoring new housing (see Figure 6). Interestingly, more than half of respondents in South Amboy and South Orange oppose new housing construction. Reasons for this opposition could possibly include fear of change and/or concerns regarding increased traffic congestion that a rise in the area's population can bring.



There is evidence from the survey results that many merchants are skeptical and/or uninformed about the probable correlation between new housing and business activity. In response to the question asking whether the residents of new downtown housing units have increased business activity, 50 percent of the business owners answered “yes,” and 50 percent answered “no.” The greatest positive increase, 57 percent, was recorded from Metuchen respondents; the least positive increase, 41 percent, was recorded from South Amboy respondents.

In addition to being uninformed about the benefits of new housing, nearly half of the respondents were also unaware of their town’s designation as a Transit Village. South Orange had the highest percentage of business respondents, 51%, who were not previously aware of the Transit Village designation, while Rahway had the lowest percentage of business respondents, 34%, who were unaware of the designation. This is unfortunate as merchants would be more likely to become involved in such matters if they were aware of current initiatives/plans

Respondents from South Orange and Metuchen rated the least amount of improvement in the downtown area.² Interestingly, it was also these two communities that had the highest rate of unawareness of their designation as a Transit Village. Many commercial respondents did note that the designation of their municipality as a Transit Village positively impacted their town’s downtown areas and its individual businesses. For example, encouraging comments described enhanced appearances of the train stations and their surrounding areas, specifically in South Amboy and Rahway. Some noted that real estate has become more valuable as a result of the Transit Village designation. Many acknowledged that business activity has increased, particularly in the morning hours.

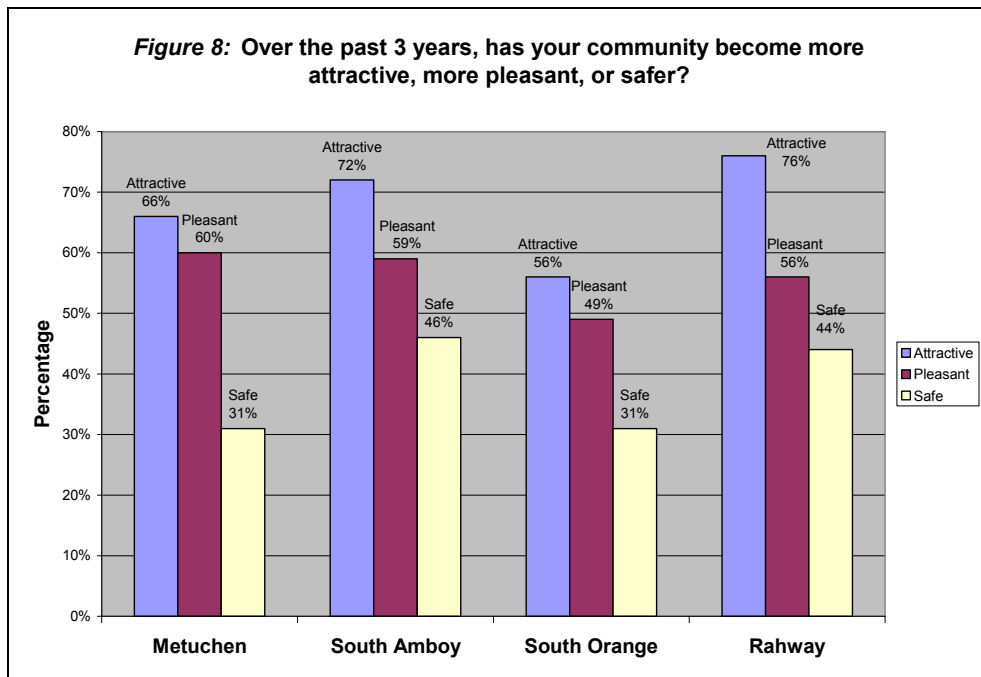
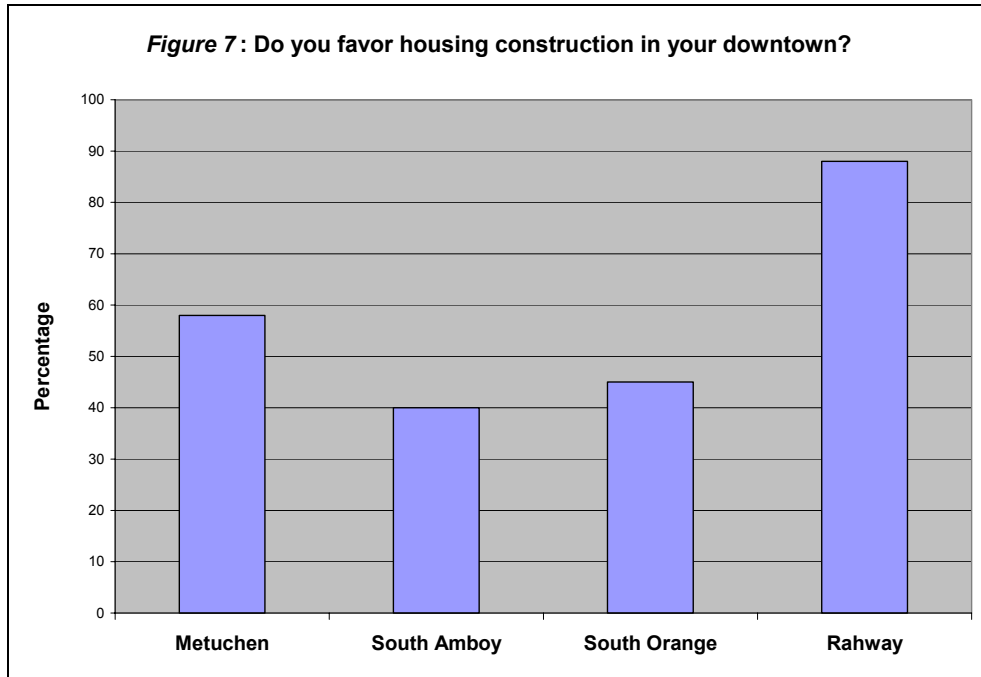
Again, South Orange and Metuchen respondents did not offer many positive comments. Only one South Orange merchant and a few in Metuchen claimed that business activity has increased since the Transit Village designation. All respondents shared some complaints about recent changes, or lack thereof. Those who expressed negative opinions most often attributed these attitudes to increased traffic congestion, insufficient parking availability, and lack of diverse retail businesses. At least half of the total respondents indicated that the Transit Village designation had no impact on the downtown or on their own businesses at this time.

Community Perception

According to the opinions expressed by respondents, the four transit villages districts examined by this survey are reasonable places to conduct business. However, there are some differences in opinions. For example, between 70% and 80% of the respondents in Metuchen and South Amboy are confident that their respective town is a good or excellent place to conduct business, while only 54% of the respondents in both South Orange and Rahway expressed this reaction (see Figure 7).

Respondents reported noticeable improvements occurring in their respective transit village districts within the past few years (see Figure 8). The vast majority of respondents’ opinions suggest that all four downtown areas are now more attractive and it is more pleasant to walk around. Notably, people were more apt to disclose that their town is now *more attractive*; however, they were less inclined to describe their town as *more pleasant to walk in*. This difference might stem from unresolved matters, including perceptions of pedestrian safety and quality of business in the downtown areas.

² These were already desirable towns with good streetscapes. It is not surprising that little change was noted.



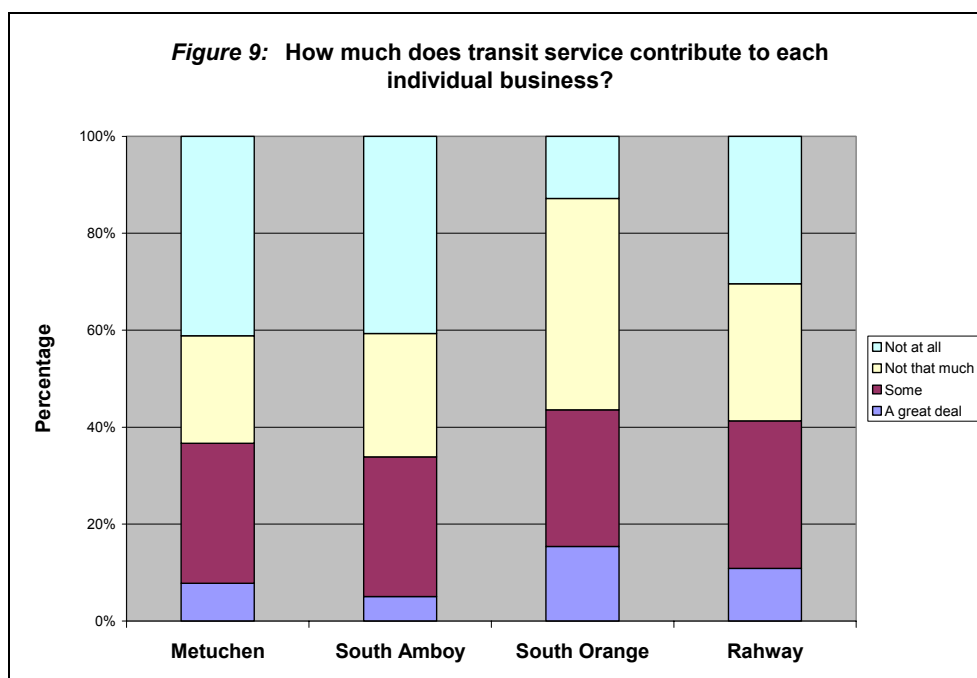
Greater than half of all respondents consider their towns to be about as safe as they were three years ago, indicating neither an improvement nor a decline in safety. Due to the impression that the levels of safety have basically remained the same in these towns, particularly in South

Orange and Metuchen which are desirable communities with higher economic resources, safety may not be an issue.

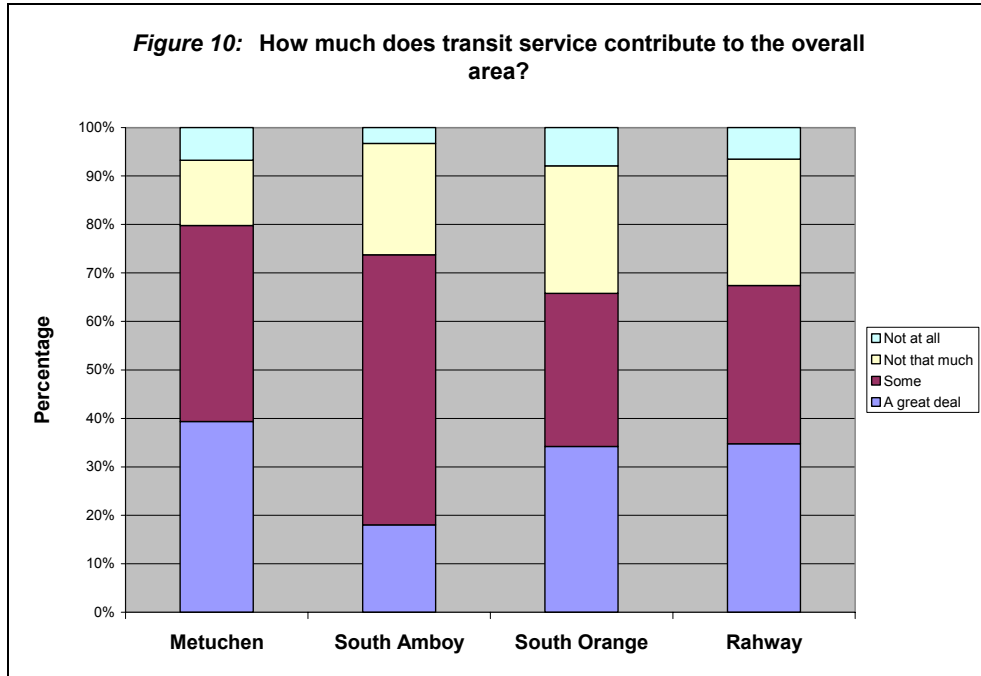
Transit and Parking

Survey results reflect that 60% of the businesses represented in this study are situated within a five-minute walking distance from the transit stations of their respective community. However, their client base does not appear to be based upon transit commuters. Also, it appears that the majority of the employees of the businesses surveyed do not utilize the transit services in the vicinity.

In general, the commercial respondents indicated that the transit services *do not* contribute to their business (see Figure 9). The merchants representing South Orange are the most appreciative of the available transit service, as 16% stated that the service contributes a great deal to their individual business, and close to 45% of business owners claimed that it contributes at least somewhat to their business. The other three towns are in agreement that transit service contributes to some local businesses, but it apparently does not contribute much or at all to a majority of the towns' businesses surrounding each transit station.



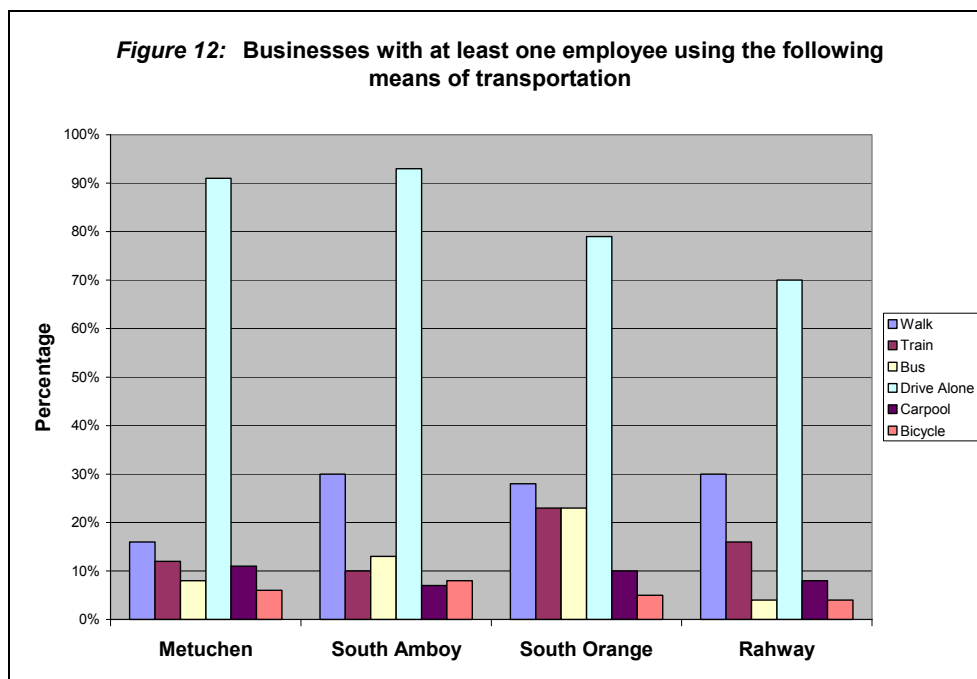
The results regarding the contribution of transit service to the business activity of the *overall area*, and not to specific businesses, are more encouraging (see Figure 10). Between 65% and 80% of each town's respondents believe that transit service contributes at least somewhat to their town's overall business activity. Metuchen respondents gave the most optimistic results, with 40% claiming that the transit service contributes a great deal to the business of the overall area.



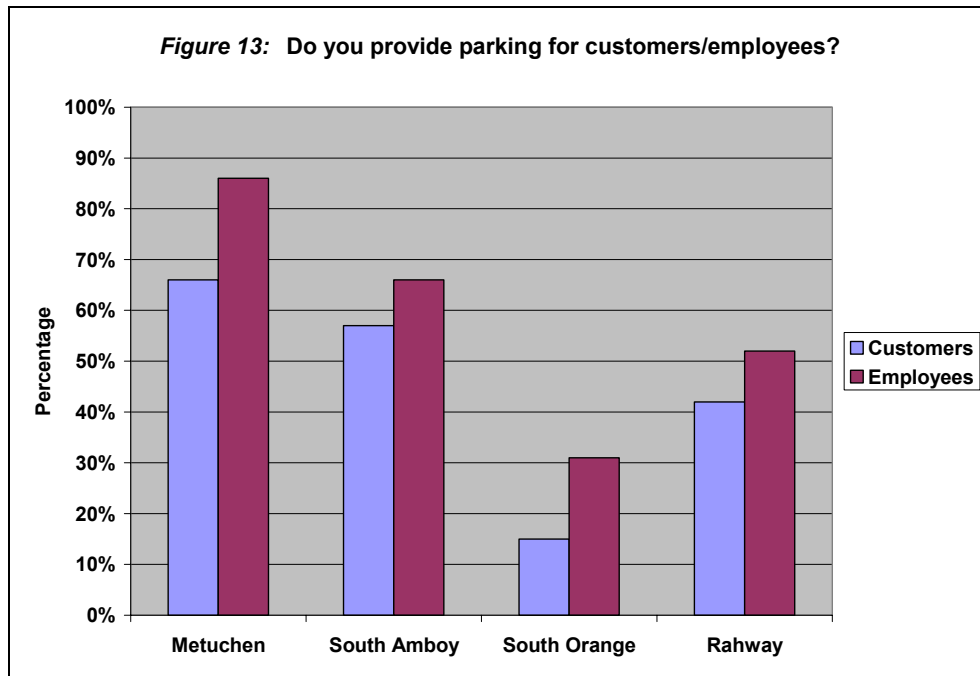
When choosing a site for their business, proximity to the train station was generally not of major significance to commercial respondents in Metuchen and South Amboy, but it was considered important by nearly half the respondents in South Orange and Rahway (see Figure 11).



As noted previously, most employees of the businesses surrounding the transit stations *do not* utilize transit services as means of transportation to and from work (see Figure 12). In fact, an overwhelming majority of the businesses surveyed have at least one employee who drives alone to work. Of the respondents who have at least one employee who drives alone to work, most reported that nearly *all* of their employees opt for this form of transportation. Walking appears to be more popular than the train or bus as a mode of transportation to work. According to the survey, South Orange has the *greatest percentage of businesses* with at least one employee using the train or bus, yet Metuchen has the *greatest number of employees* who use the train or bus.

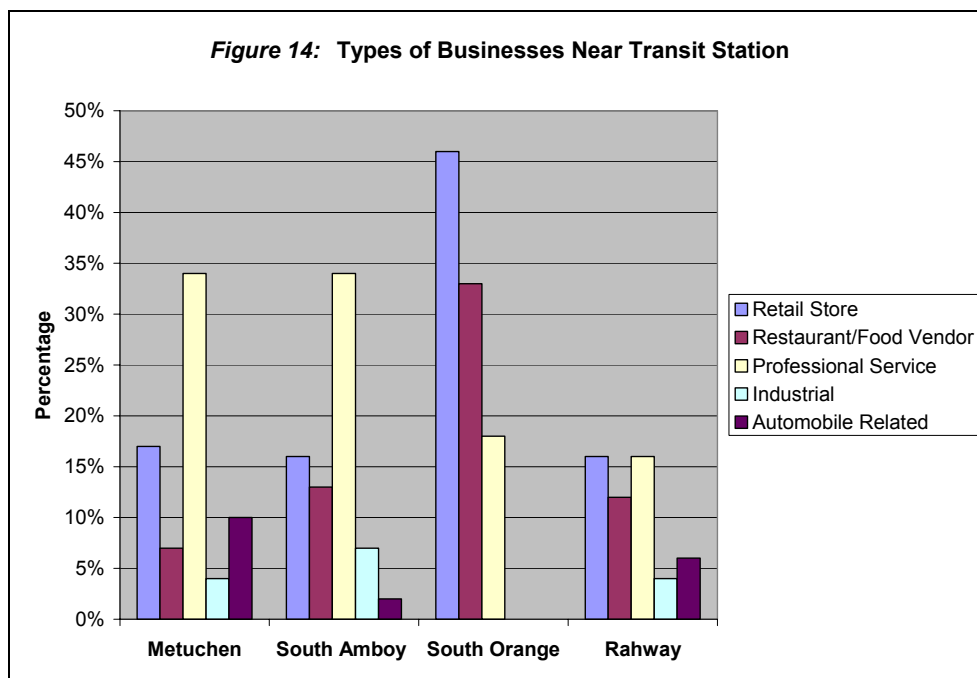


Opinions concerning issues related to parking are very divergent. Greater than one-third of business owners conveyed that there is inadequate parking for customers, employees, and residents; slightly less than one-third believe there is sufficient parking available; the remaining one-third of the responses fall between these two extremes. It is clear that most Metuchen businesses who responded to this survey provide parking for both their customers and employees, with very few South Orange businesses providing parking at all (see Figure 13). In all four towns surveyed, there is a higher percentage of businesses that provide employee parking than the percentage that provides customer parking.



Business Operations

There is a great deal of diversity in the types of businesses near the transit stations of each surveyed town (see Figure 14). Metuchen's commercial respondents are comprised mostly of professional services and retail stores; South Amboy's respondents are comprised mostly of professional services, retail stores, and restaurants/food vendors; South Orange's respondents are comprised mostly of retail stores and restaurants/food vendors; and Rahway's respondents are comprised mostly of retail apartments, professional services, and retail stores. A large portion of Rahway's respondents identified themselves as an "other" type of business, with approximately 18% specifying themselves as landlords and four percent specifying they are contractors.



Seventy-eight percent of the commercial respondents have been in operation in their present location for over five years, and 58% of the sample has been in operation in their present location for over 10 years. Sixty percent of the respondents lease the space for their business.

Sixty-three percent of the surveyed businesses employ two to 10 people; 12 percent employ 11 to 20 people; 11 percent employ greater than 20 people; and 11 percent do not have any additional employees aside from the owner/manager.

Businesses near transit stations tend to receive a great deal of business in the morning peak hours rather than in the evening. On weekdays, 47% of the surveyed businesses reported being busy during the morning hours, while 30% were busy during the evening hours. On Saturdays, 33% of the surveyed businesses indicated that they were busy during the morning hours, while only 15% were busy during the evening hours. On Sundays, 9% of the surveyed businesses are busy during the morning hours, and 10 percent are busy during the evening hours.

The surveyed towns seem to share similar business activity patterns as described above. Thirty percent of the surveyed businesses are closed on Saturdays, and 64 percent are closed on Sundays, but there is great disparity between each town on this matter (see Figure 15). Finally, two-thirds of the business owners/managers indicated that they are *not* residents of the town where they conduct business.



Conclusions

Surveyed business proprietors in these four Transit Villages seem to be supportive of downtown growth and development, although they are somewhat ambivalent about new housing. And, while it is troubling that 43% of business owners were *unaware* of the Transit Village designation, it is encouraging that most feel that the appearance and atmosphere of their downtown has *improved* since the Transit Village designation.

It is interesting that the majority of respondents feel that transit service *does not necessarily influence* the success of their business. Further, transit does not seem to play a role in work trips for employees, as most drive alone. As a result, businesses provide parking primarily for employees as opposed to customers.

Finally, two-thirds of the owners/managers that responded do not live in the community. This fact most likely explains their lack of knowledge about Transit Village designation and suggests that more should be done to involve proprietors in the concepts and goals of transit-oriented development.

Appendix A

RAHWAY TRANSIT VILLAGE SURVEY

As a business owner or manager in a New Jersey-designated "Transit Village," you have been selected to participate in a survey about Rahway. There are no right or wrong answers to the survey. We just want to know what you think about certain issues in your town and some issues related to transportation. It will only take a few minutes to complete this short questionnaire.

The success of the study depends on your cooperation in completing this short questionnaire. If you have any questions or require any assistance while you are completing the questionnaire, please call Jeremy Nemeth, Project Manager at the Voorhees Transportation Center at Rutgers University, at (732) 932-6812, ext. 877 or via email at: jnemeth@eden.rutgers.edu

Confidentiality:

To make sure all of your responses are anonymous, the questionnaire itself does not have any way of identifying you or your business. A separate postcard, which is mailed back to Rutgers at the same time as your questionnaire, will help us keep track of who participated.

Instructions:

1. WHO SHOULD FILL OUT THE QUESTIONNAIRE? The business owner, manager, or person in-charge.
2. HOW DO I FILL IT OUT? For most questions, just circle the number either in front of the answer that best fits your opinion. Unless otherwise noted, please circle only one response. For a few questions you will be asked to write in your own answer.
3. WHAT DO I DO WHEN I FINISH FILLING IT OUT? Please return your completed questionnaire in the enclosed postage paid envelope. Also, mail back the separate postage paid reply card so we will know that you have returned the questionnaire.

PLEASE TAKE A FEW MINUTES RIGHT NOW TO FILL IN YOUR
RESPONSES AND MAIL BACK THE QUESTIONNAIRE

PLEASE RETURN THE QUESTIONNAIRE WITHIN 7 DAYS !

Return to:
Voorhees Transportation Center
Edward J. Bloustein School of Planning and Public Policy
Rutgers University
33 Livingston Ave, Suite 500
New Brunswick, NJ 08901

Transit Village Survey

Please circle the number next to your response.

Q1. How important is it that the state actively encourage growth and development in existing downtown areas and commercial centers in New Jersey?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important

QUESTIONS ABOUT YOUR TOWN

Q2. How would you rate Rahway as a place to do business?

1. Excellent
2. Good
3. Only fair
4. Poor

Q3. Do you favor or oppose new **housing** construction in the **downtown area** or commercial center of your town?

1. I favor new housing construction downtown
2. I oppose new housing construction downtown

Q4. In your opinion, have residents of recently constructed housing projects nearby increased business activity in downtown Rahway?

1. Yes
2. No

The next few questions ask you to compare different aspects of Rahway's **downtown area** now to 3 years ago. If you have been in Rahway for less than 3 years, please compare these aspects of Rahway now to when you first located here.

Q5. Do you feel the downtown is more or less attractive now compared to 3 years ago?

1. Much more attractive now
2. Somewhat more attractive now
3. About the same as 3 years ago
4. Somewhat less attractive now
5. Much less attractive now

Q6. Is it more or less pleasant to walk around the downtown now compared to 3 years ago?

1. Much more pleasant now
2. Somewhat more pleasant now
3. About the same as 3 years ago
4. Somewhat less pleasant now
5. Much less pleasant now

Q7. Does the downtown seem more or less safe now compared to 3 years ago?

1. Much more safe now
2. Somewhat more safe now
3. About the same as 3 years ago
4. Somewhat less safe now
5. Much less safe now

Q8. Before receiving this survey, were you familiar with the fact that Rahway has been designated as a Transit Village?

1. Yes
2. No

If yes, have you noticed any impact on the **downtown** as a result of this Transit Village designation? Please explain: _____

Have you noticed any impact on **your business** as a result of this Transit Village designation? Please explain: _____

QUESTIONS ABOUT TRANSPORTATION AND PARKING

Q9. How far of a walk is the train station from your business?

- 1. 1 to 5 minutes
- 2. 6 to 10 minutes
- 3. 11 to 20 minutes
- 4. More than 20 minutes

Q10. Approximately how many customers visit your business on their way to or from the train station per day?

- 1. Less than 10 people per day
- 2. 11 – 25 people per day
- 3. 26 – 50 people per day
- 4. 51 – 75 people per day
- 5. 75 – 100 people per day
- 6. More than 100 people per day
- 7. Don't know/not applicable to my business

Q11. What is the average purchase of customers who visit your business on their way to or from the train station?

- 1. Less than \$2.50
- 2. \$2.50 - \$5.00
- 3. \$5.00 - \$7.50

4. \$7.50 - \$10.00
5. \$10.00 - \$15.00
6. More than \$15.00, please specify an amount: \$_____
7. Don't know/not applicable to my business

Q12. To what extent does transit service contribute to your business?

1. A great deal
2. Some
3. Not that much
4. Not at all

Q13. To what extent does transit service contribute to the **OVERALL AREA** as a place to do business?

1. A great deal
2. Some
3. Not that much
4. Not at all

Q14. Thinking back to when you opened your business, was the proximity of the train station a major reason, minor reason, or not a reason when you chose this location? (**Please circle one**)

1. Major reason
2. Minor reason
3. Not a reason

Q15. How do you and your employees typically get to work (**Please indicate the number of employees for each method of travel in the spaces below**)

Typical Method of Travel to Work	Number of Employees (please include yourself)
Walk	
Train	
Bus	
Drive alone	
Carpool	
Motorcycle	
Bicycle	
Other	

Q16. Please rate the parking situation in Rahway for each group of people listed below. **(Please circle one for each group where 1 represents an inadequate supply of parking available and 5 represents plenty of available parking.)**

	<u>Too little parking</u>			<u>Enough parking</u>		<u>Don't Know</u>
Parking for customers	1	2	3	4	5	[]
Parking for employees	1	2	3	4	5	[]
Parking for residents	1	2	3	4	5	[]
Parking for commuters	1	2	3	4	5	[]

Q17. Does your business provide parking for customers?

1. Yes
2. No

Q18. Does your business provide parking for employees?

1. Yes
2. No

QUESTIONS ABOUT YOUR BUSINESS

Q19. Please specify the main activity of your business?

1. Retail store
2. Restaurant or food vendor
3. Professional service
4. Nonprofessional service
5. Community service, nonprofit agency, or religious affiliated
6. Industrial
7. Automobile related
8. Other, please describe: _____

Q20. How many years has your business been in operation in its present location?
(Please circle one)

1. Less than one year
2. 1 to 2 years
3. 2 to 3 years
4. 3 to 4 years
5. 4 to 5 years
6. 5 to 10 years
7. More than 10 years

Q21. How many people does your business employ, including yourself?
(Please circle one)

1. 1 person
2. 2 to 10 people
3. 11 to 20 people
4. 21 to 50 people
5. 51 to 200 people
6. More than 200 people

Q22. Do you lease or own your space?

1. Lease
2. Own

Q23. Throughout the year, what are your busiest days and times? **(Please check all that apply).**

	<u>Morning</u>	<u>Lunchtime</u>	<u>Afternoon</u>	<u>Evening</u>
(a) Weekdays	[]	[]	[]	[]
(b) Saturday	[]	[]	[]	[]
(c) Sunday	[]	[]	[]	[]

(d) What are your busiest months? _____

(e) What are your slowest months? _____

Q24. What are your general hours of operation?

	<u>Hours</u>	<u>Closed</u>
(a) Weekdays	_____ to _____	[]
(b) Saturday	_____ to _____	[]
(c) Sunday	_____ to _____	[]

Do you offer extended general hours on any days of the week?

1. Yes
2. No

If yes, which day(s) and what are your extended hours of operation?

Q25. What is your role in the business?

1. Owner
2. Manager
3. Other, please specify: _____

Q26. Do you live in Rahway?

1. Yes
2. No

Thank you very much for your participation.

If you would be willing to discuss these issues further in a phone interview with researchers from Rutgers University, please fill out the enclosed postcard. This postcard should be mailed separately and will in no way reveal any of your answers on this questionnaire.