



Results of Outdoor Dining Survey

Fairfax Town Council
September 1, 2021

Camille Esposito, Communications Specialist
Jonathon Goldman, Interim Public Works Director



Outdoor Dining Survey

- Receive Results of Survey
- Public comment
- Discussion and direction to Staff

Survey Results

As of August 27th at 5pm we received:



1095 responses

- 39 Businesses
- 827 Residents
- 229 Visitors

The Agenda packet includes responses up until August 25th. From that time until the close of the survey we received 108 additional responses.

Overall Results

In response to the key question:
"Would you like to see outdoor
dining spaces become long-term in the
town of Fairfax?"

91.41% said "Yes"

8.59% said "No"

Business Response:

86.49%
"Yes" (32)

13.5%
"No" (5)

Resident Response:

89.63% said
"Yes" (726)

10.37% said
"No" (84)

Visitor
Response:

98.65%
"Yes" (220)

1.35% "No"
(3)

How we promoted the survey:

- We launched the survey on August 2nd, 2021 in the Town Newsletter
- The survey was featured in the Newsletter for 4 weeks
- We did Facebook and Instagram posts 9 times (4 as part of the newsletter posts, 5 specific posts)
- We placed signs downtown with a QR code that led directly to the survey.
- The Chamber promoted the survey through social media, their newsletter and fliers with the QR code.
- Local businesses shared our posts with their customers.
- Based on feedback from the community, we extended the survey from August 20th to August 27th. During that week we received an additional 320 responses!

enhances environment parklets
enhance culture positive keep benefit diversity love slow gathering observe
festive dining embracing beautiful ambience vital open fun feeling
great outdoor vibrant lively alive
allow vibe fairfax
environmental parklets
hamlet diverse activity
welcome village best people
downtown vibrant lively
community

Constructive Criticism

- Make sure evacuation route are clear/there is a safe plan.
- Please make sure that downtown remains accessible to all our citizens i.e. handicapped spaces close to businesses.
- Look at how we can have spaces available to everyone vs just for each business.
- Make sure codes (building, fire, traffic) are followed if these spaces become permanent.
- Consider charging businesses for the square feet they are using.
- We need a smarter parking and delivery plan, one that allows us to use our most valuable downtown space for something more productive than car storage.
- Consider contracting with businesses like the bank to create more parking after hours.

Staff's Recommendation

- Based on the results of the survey, Staff recommends that Council direct staff to come back to Council with a process to make outdoor dining options into permanent “parklets” that adhere to building codes, design review, ADA accessibility and safety codes (fire, traffic).
- There was a clear message from the community that there is a need for community space. We suggest exploring options for other public use of space downtown and beyond downtown limits.

Next Steps

- Questions?
- Public comment
- Discussion and direction

