

The online survey was composed of nine questions and included both multiple choice and open-ended responses. Survey participants remained anonymous, but were able to indicate if they were a downtown business or restaurant owner.

Summary of Downtown Food Truck Pilot Program Survey Results

A total of **625** people completed the online survey. Key findings are summarized below:

1. **92%** of participants are residents of Campbell River
2. **98%** of participants visit/shop/work in the downtown
3. **96%** of participants support more food options and variety in the downtown
4. **94%** of participants feel that greater food variety will attract more people to the downtown
5. **96%** of participants indicated that overall they support a food truck pilot program in the downtown

	Summary of Comments
<p><b>595</b> people who overall support a pilot program <i>(241 comments total)</i></p>	<ul style="list-style-type: none"> <li>• Food trucks will attract people downtown, creating a more vibrant and lively city during the day and night (58 comments)</li> <li>• Food trucks will bring more food variety and options to downtown (67 comments)</li> <li>• Expressions of enthusiasm for food trucks and the pilot program (56 comments)</li> <li>• Competition with restaurants may enhance the overall food culture in Campbell River, making it a food destination. (12 comments)</li> </ul>
<p><b>28</b> people who overall do not support a pilot program <i>(17 comments total)</i></p>	<ul style="list-style-type: none"> <li>• Restaurants have more operating costs (staff, rent/property tax, etc.) than food trucks, and are competing for customers (8 comments)</li> <li>• There should be a greater buffer between restaurants and food trucks, or there should be a designated area outside of the downtown for food trucks to operate to reduce competition with restaurants (4 comments)</li> <li>• Ways to reduce garbage or to improve garbage collection around food trucks should be considered (3 comments)</li> </ul>

6. Of the **22** non-restaurant business owners who completed the survey: 19 support, 3 do not support.

Of the **8** downtown restaurant owners who completed the survey: 7 support, 1 does not support.

7. Participants were asked to indicate their attitude toward the proposed rules and regulations for food trucks as part of the pilot program:

Strongly agree	18.7%
Agree	45.2%
Neither agree nor disagree	13.8%
Disagree	19.1%
Strongly disagree	3.2%

Regardless of participants' attitudes toward the proposed program requirements, three common responses were received in the optional comment section. These responses greatly outnumbered all other comments:

- The four hour parking time limit is too restrictive for food trucks to operate (61 comments)
- The \$300 business licence fee is too expensive (75 comments)
- Food trucks should be allowed to provide tables and chairs for their customers (59 comments)

The Downtown Food Truck Pilot Program survey had a very good response rate with a total of 625 participants. Results of the survey appear to indicate that there is clear and significant public support for the proposed pilot program, and for introducing food trucks into downtown. Additionally, there is considerable public support for doing this with a minimal amount of restrictive regulation.

#### Summary of In-Person Consultation with Restaurant Owners

On June 8 and June 11, staff consulted with downtown restaurant owners to gather feedback from owners regarding the proposed Food Truck Pilot Program:

- Staff had full 'sit-down' conversations with all owners who indicated a position on food trucks.
  - Each owner was provided with the FAQ document along with survey questions and the online link.
  - Eleven of the fourteen restaurants visited were within the proposed program boundary. Staff attempted to visit Baan Thai, Kotos, and Sushi Mong but were unsuccessful due to limited operating hours.
  - Within the proposed program boundary:
    - 4 restaurant owners support
    - 4 restaurant owners do not support
    - 1 restaurant owner was neutral
    - 2 restaurant owners provided no feedback
    - 3 restaurant owners could not be reached
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