

Survey of Chatsworth Corridor Merchants on the Impact of the Food Trucks on their Business.

Survey conducted 8/15/2011 – 8/31/2011

Summary of Food Truck Survey Results – as of 9/1/2011

72 Surveys returned – nearly 80% response

Q1 Have you modified your business hours?

12 Yes

60 No

Q2 Have you experienced an Increase or decrease in business

24 Increase

17 decrease

25 no change

Q3 percent change - some did not indicate percentage

11 increase up to 10%

9 increase > 10%

4 decrease up to -10%

8 decrease > -10%

22 no change

Q4 Positive or negative impact

mostly positive impact on community, some gave mixed responses

Q5 What are concerns - in order of frequency

Parking and traffic dominate including reserving spaces in advance of event

Safety - jaywalking

trash and dog waste (1)

blocking view of store front

Q6 tips, suggestions

if you can't beat them, join them (3)

more parking/special arrangements

ban trucks altogether

coordinate with formal event involving street closues, i.e. street faire

Q7 what changes need to be made

More parking

restrooms

trash pickup

security

Survey questions



Food Truck Survey of Old Granada Hills Business Owners

(Lindley to White Oak on Chatsworth Street)

Business: _____

Address: _____

Email: _____

Name of person responding to survey: _____

1. Have you modified your business hours in response to the bi-weekly appearance of the food trucks? YES / NO (circle one)

a. If YES- please indicate the change made:

b. If NO –please indicate reason:

2. Has your business experienced an INCREASE or DECREASE in activity/sales/business (circle one)

3. Estimate the % change (+/-) in business representing an increase or decrease in business

a. For the previous answer, is this change based on PROFIT, # PATRONS, or other activity (circle all that apply)

4. Do you consider the presence of the food trucks to have a positive or negative impact on Old Granada Hills Village? Please explain.

5. What are your concerns regarding the presence of the food trucks?

6. What tips/suggestions would you be willing to share with your business colleagues regarding the food trucks in Old Granada Village?

7. What immediate and longer term changes need to be made, if any? Additional comments:
