

# Feedback

## Pedestrian Mall



In 2020, feedback was gathered from the public and from businesses both inside and outside the Pedestrian Mall footprint. The feedback was considered in creating the plan for the 2021 Pedestrian Mall.

To read the full "What We Heard" document, go to [engagestjohns.ca](http://engagestjohns.ca).

### Public Feedback (2020)

"A great project that helped develop a sense of community for residents of the city. It created opportunities for all to interact with others....very family friendly, and hopefully helped local businesses prosper. It should be continued."

- The Pedestrian Mall influenced my decision to go downtown. **89%**
- Discovered new businesses by visiting the Pedestrian Mall. **63%**
- Visited businesses outside the Mall at least some of the time.\* **72%**
- The Mall increased the likelihood I will visit the downtown again. **82%**

\*online survey participants

Should the Downtown Pedestrian Mall be considered for the future?

**98%  
Yes!**

### Business Feedback (2020)

Did the Pedestrian Mall benefit the downtown as a whole?

businesses  
in the  
footprint

**89%**  
agree or  
somewhat  
agree

**71%**  
agree or  
somewhat  
agree

businesses  
outside the  
footprint

#### POSITIVE AND NEGATIVE FEEDBACK FROM BUSINESSES OUTSIDE THE MALL...

- "New customers visited my business."
- "My business benefitted financially."
- "The viability of my business during the pandemic improved."
- "Parking availability was reduced."
- "My business experienced a decline in customers."
- "My business was negatively impacted financially."