

# Survey Response Summary

The City of Saugatuck Parking Study 2026

3/3/26



**WALKER**  
CONSULTANTS



# Survey Results

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Survey Window: 1/28/26 – 2/27/26

Total Responses: 618

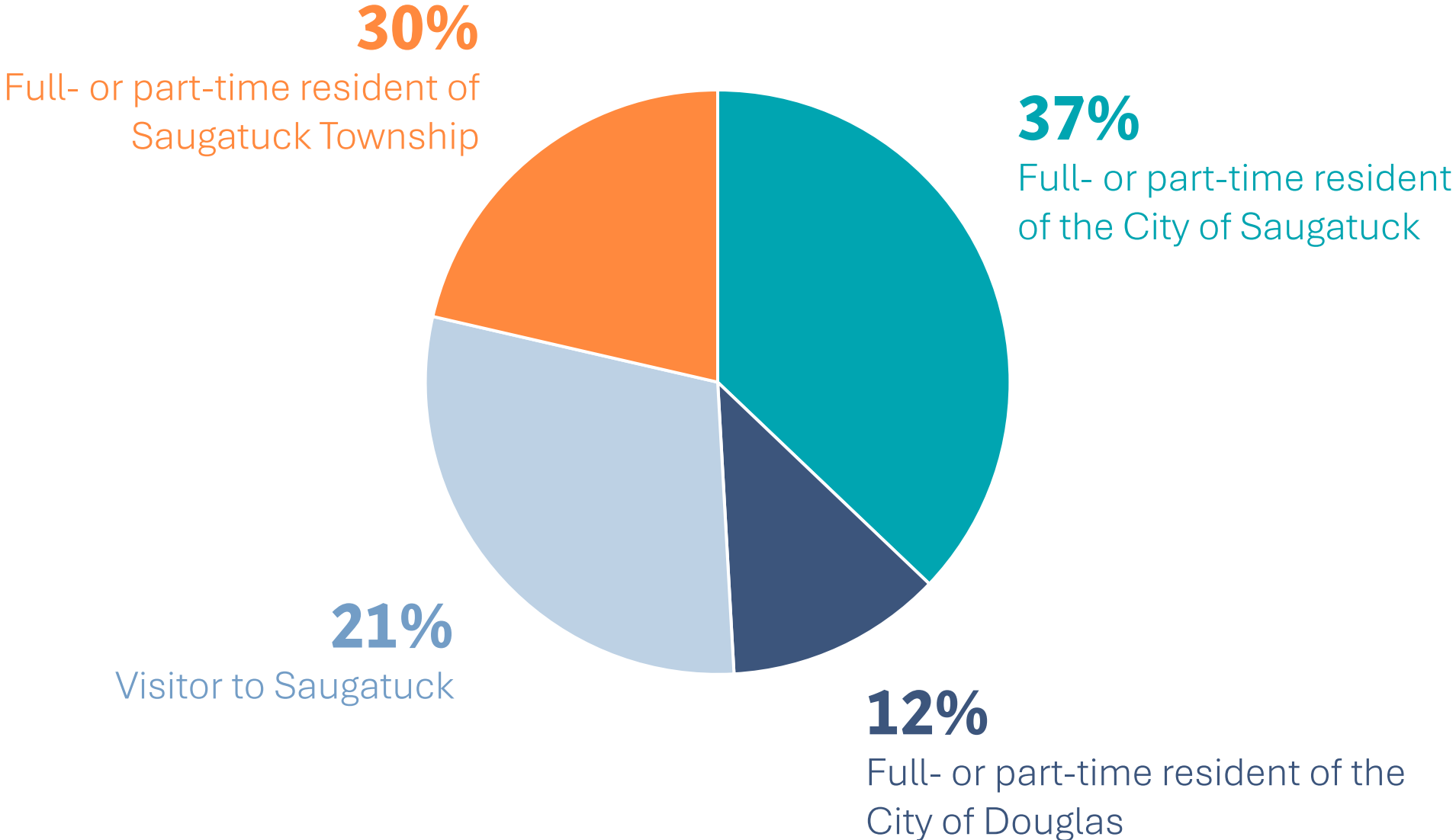


# Key Takeaways

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1. Most survey respondents visit downtown Saugatuck up to multiple times per week and report dining and shopping as their primary reason for visiting downtown.
2. Over 80% of respondents use their personal vehicle and about the same amount report using on-street parking.
3. Over 70% of respondents report it taking over 5 minutes, some stating over 20 min, to find parking during peak season.
4. 56% of respondents report they are willing to walk 3+ blocks to reach their destination during peak season.
5. 54% of respondents report they would not pay to park in Saugatuck.
6. Ease of finding parking and distance from destination are reported as the most important factors.

Q1: Which of the following best describes you? Please select only one option.

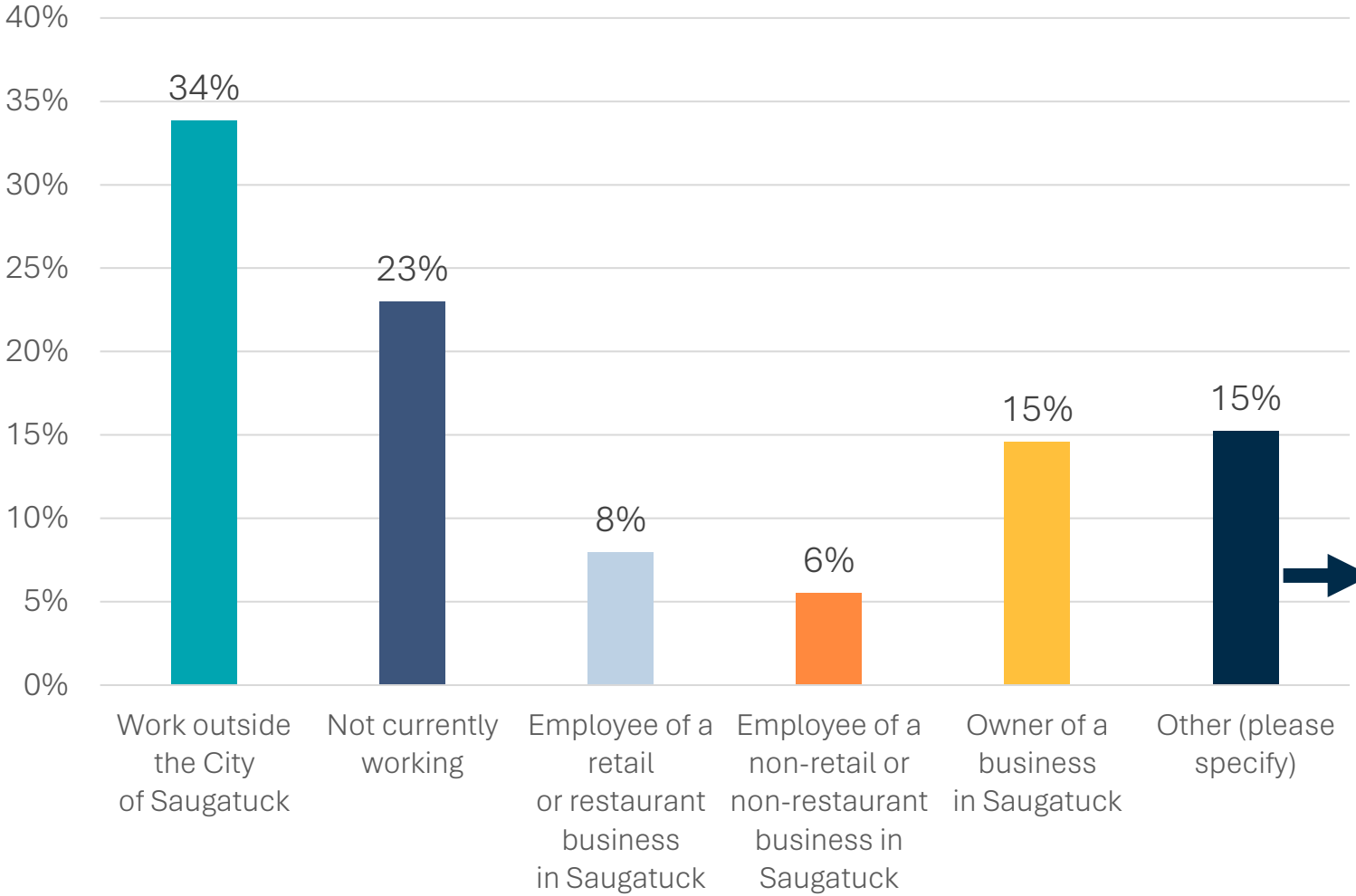


# Q2: Which of the following best describes where you work? Please select only 1 option.

**34%**  
Work outside  
City of Saugatuck

**30%**  
Not Currently  
Working / Retired

**15%**  
Owner of a business  
in Saugatuck



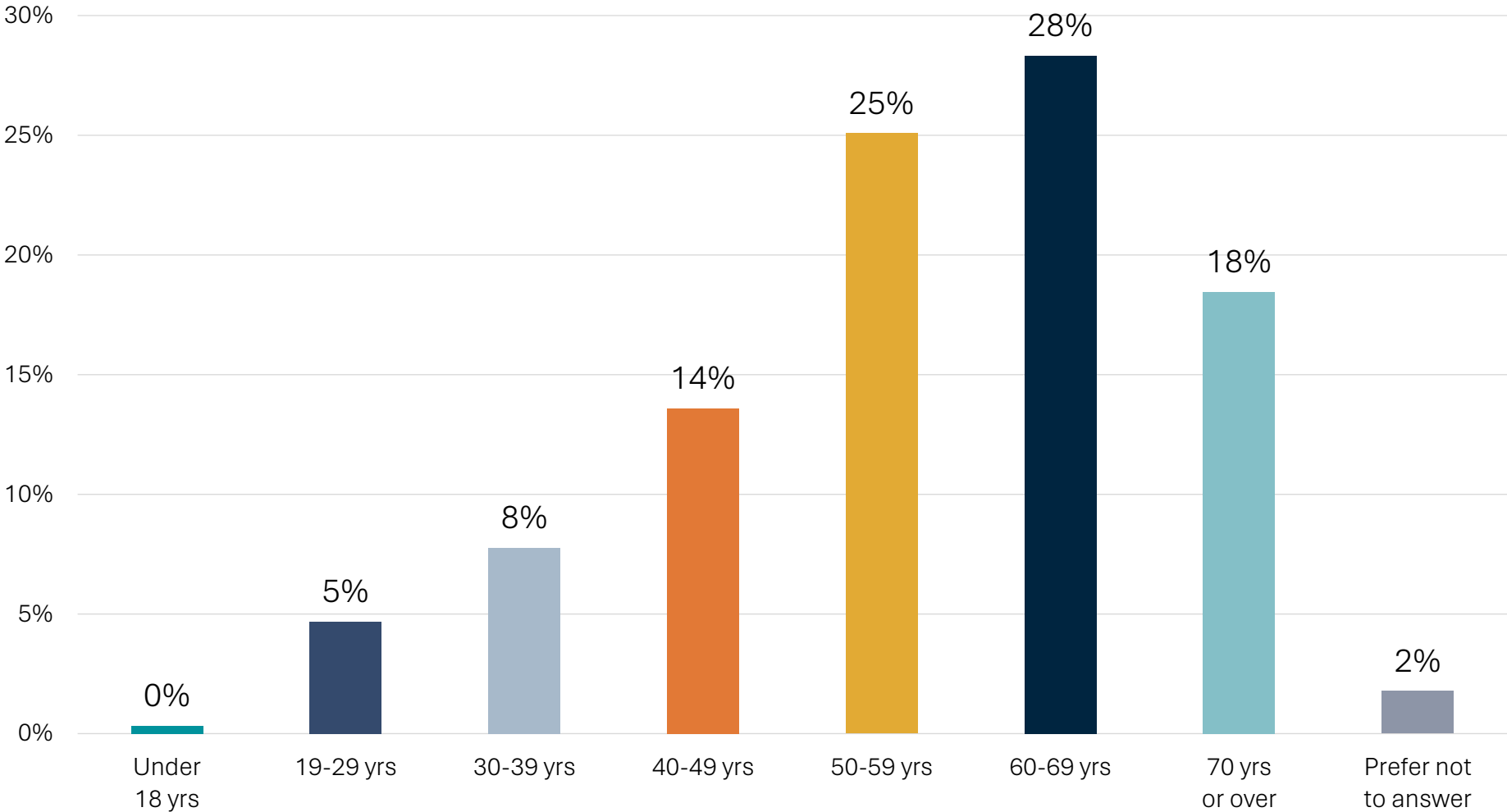
WFH	5%
Retired	7.4%
Douglas/Saugatuck Township Business Owner	1.6%
Visitor	.8%
Other	.3%

# Q3: What is your age?

**46%**  
> 60 Years

**25%**  
50 – 59 years

**14%**  
40 – 49 years

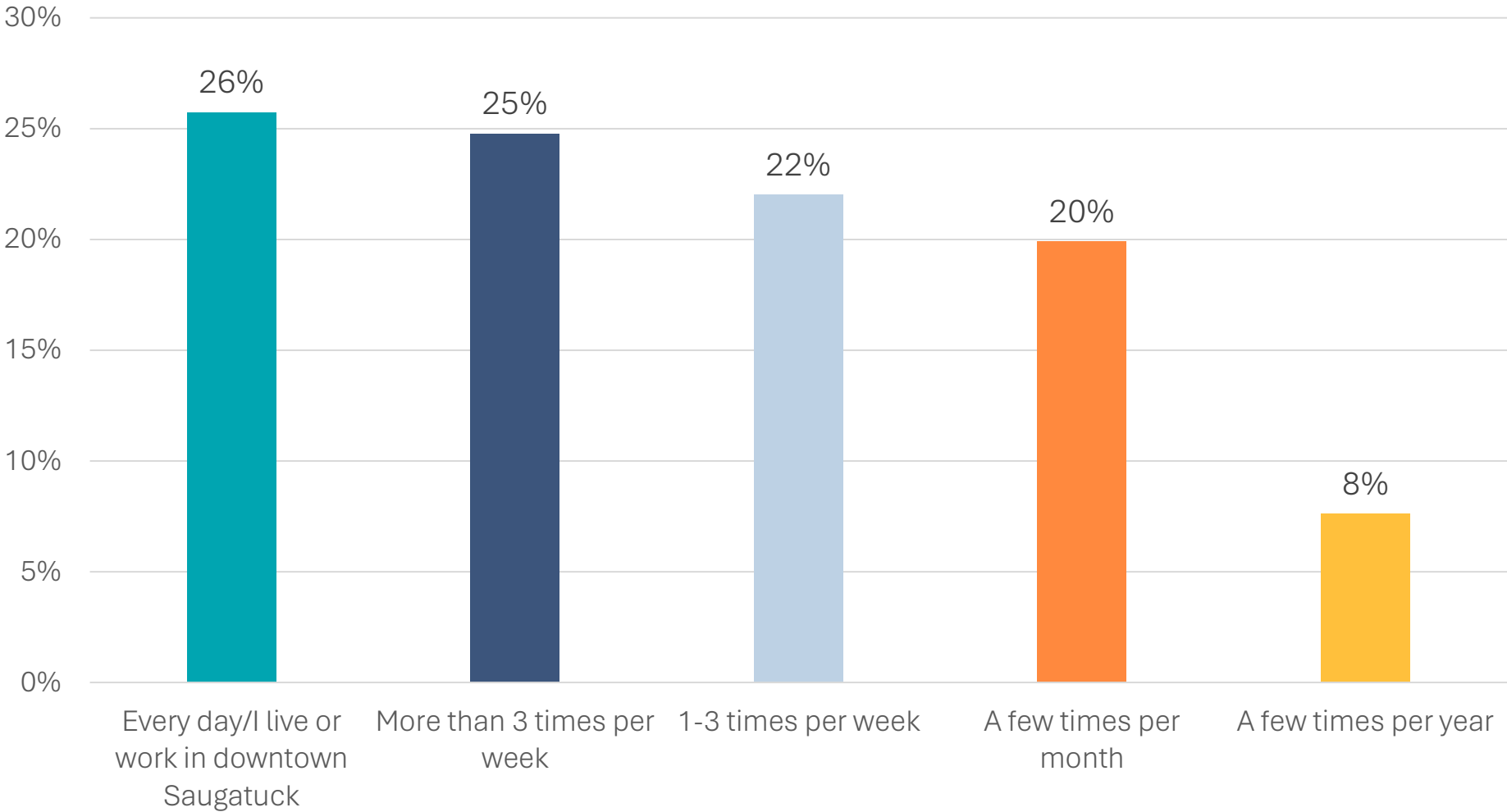


# Q4: How often do you visit downtown Saugatuck?

**26%**  
Every day/I live or work in downtown Saugatuck

**47%**  
1+ / Multiple times per week

**20%**  
A few times per month



# Q5: When do you typically come to downtown Saugatuck?

**83%**

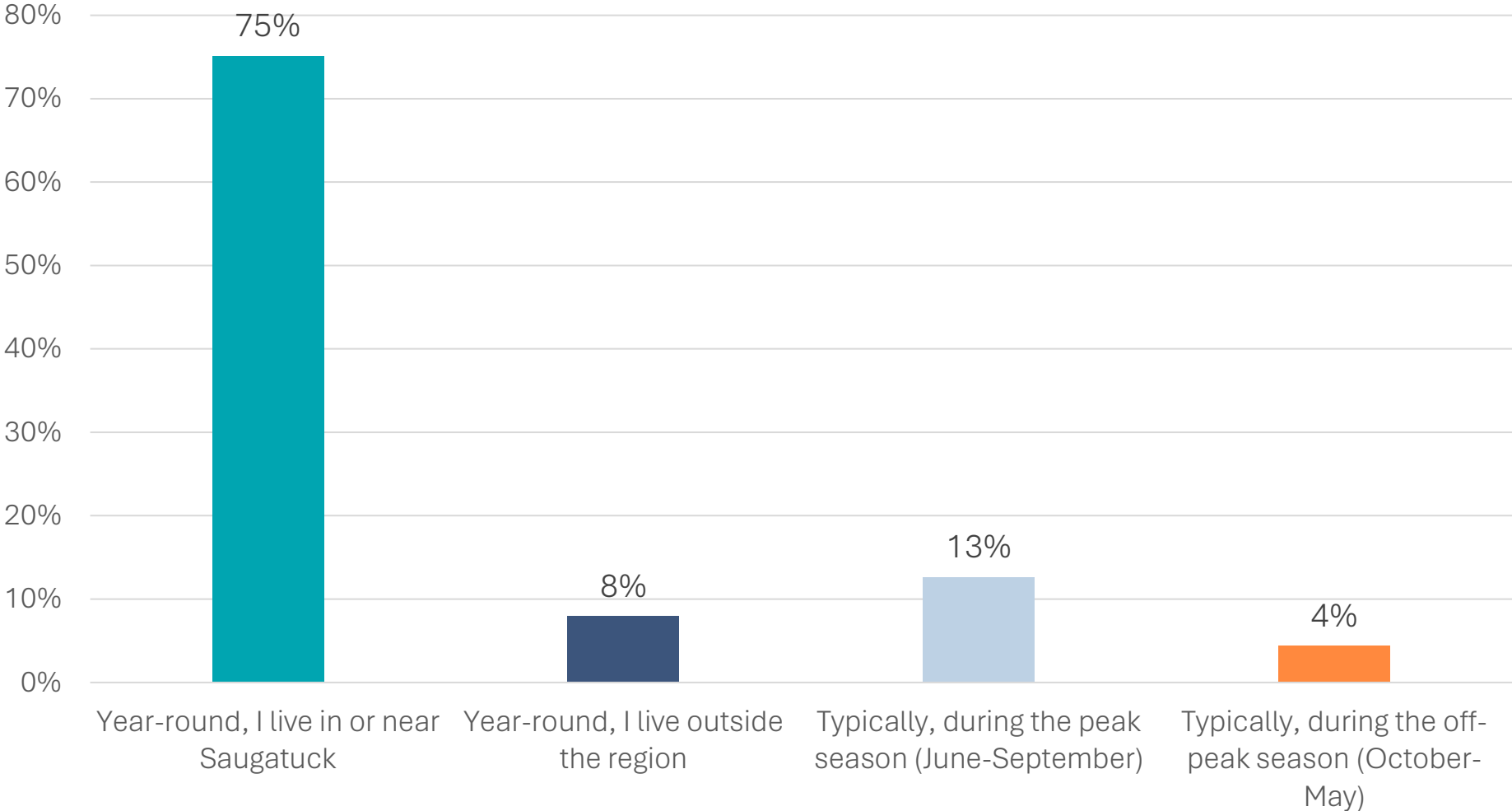
Year-round

**13%**

Peak Season  
(June – Sept.)

**4%**

Off-Peak Season  
(Oct.-May)



# Q6: What is your primary reason for visiting downtown Saugatuck? Select all that apply.

**488**

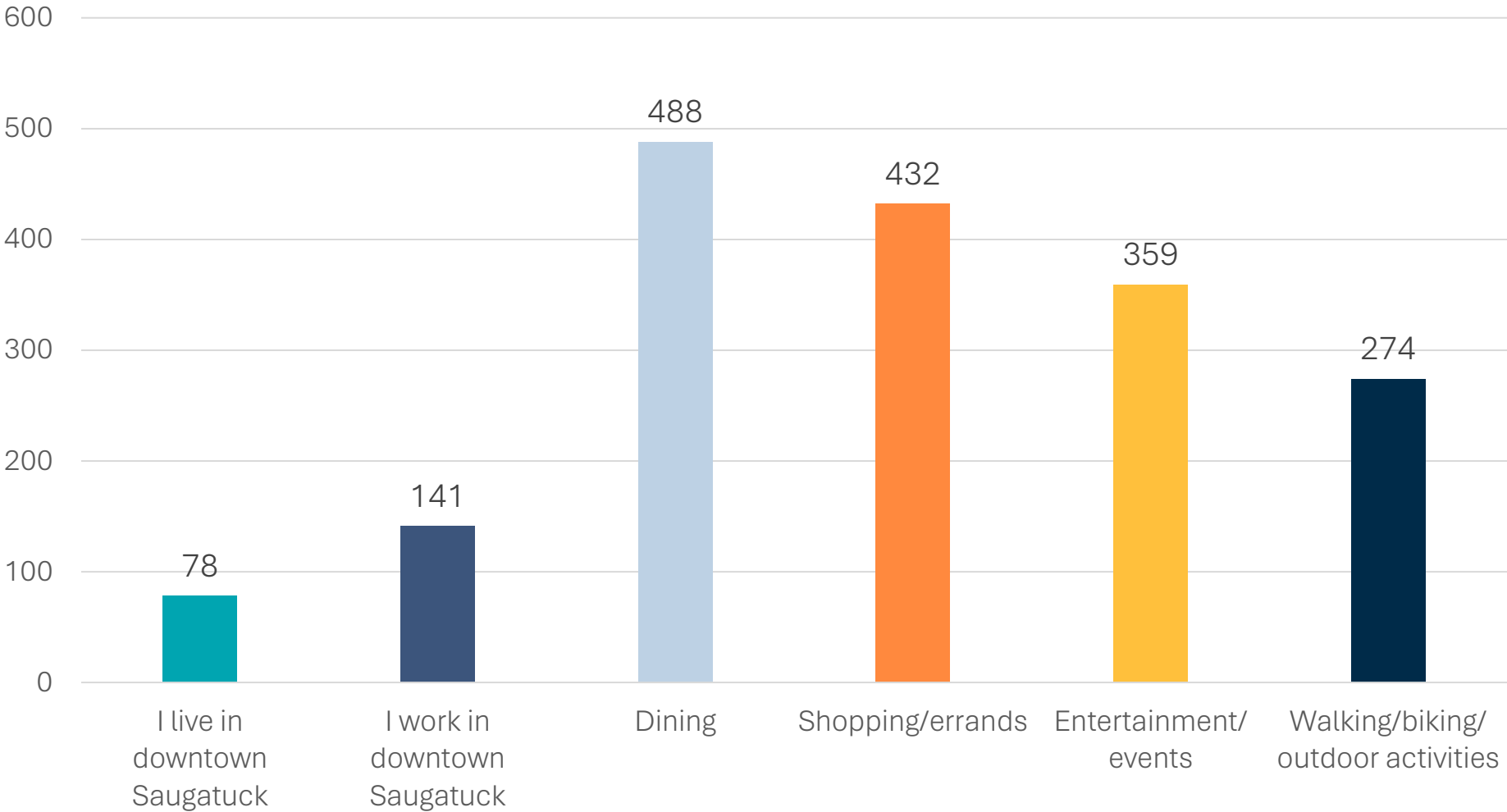
Dining

**432**

Shopping/Errands

**359**

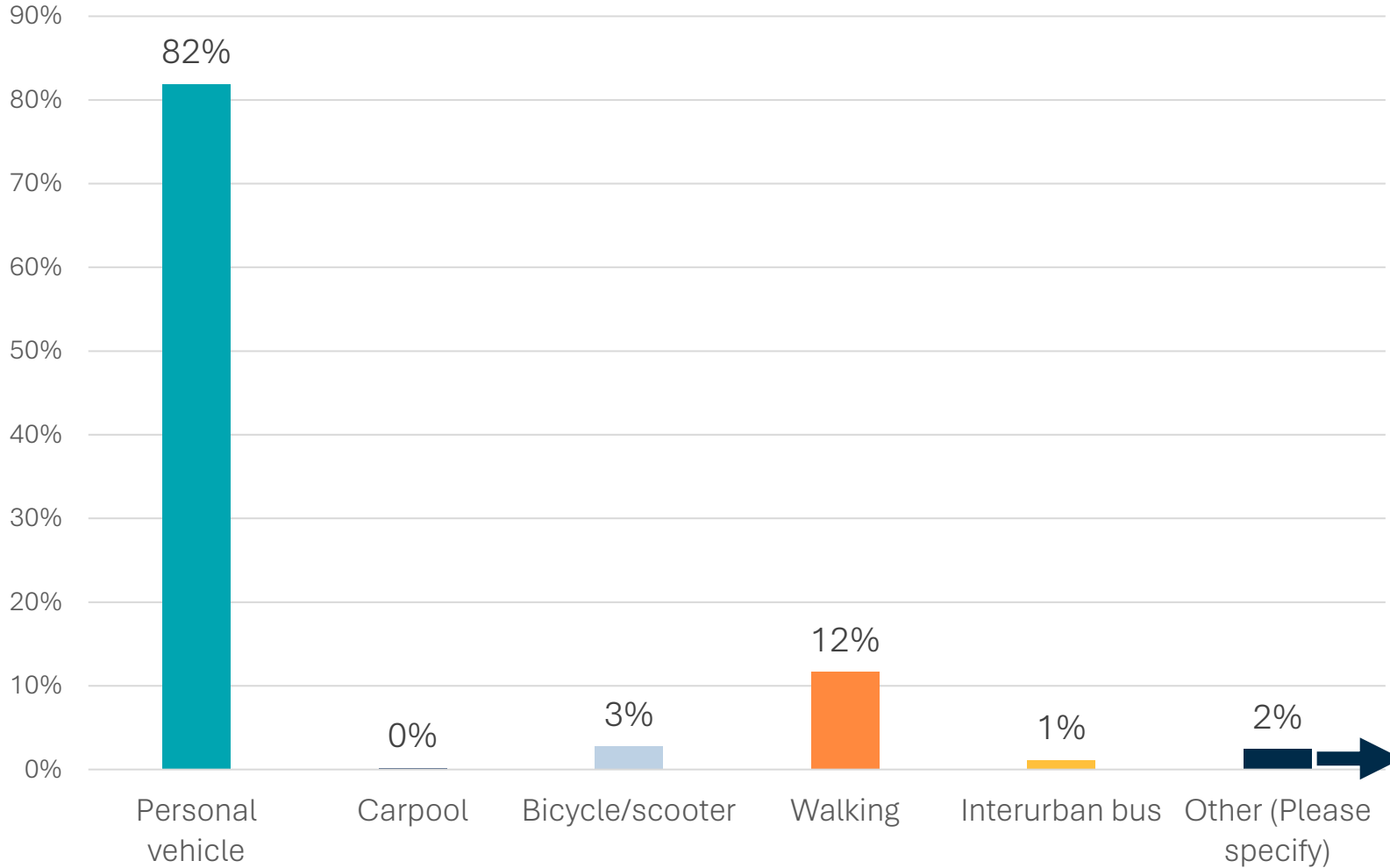
Entertainment  
/events



# Q7: What form of transportation do you typically use to go downtown?

**82% +**  
Personal Vehicle

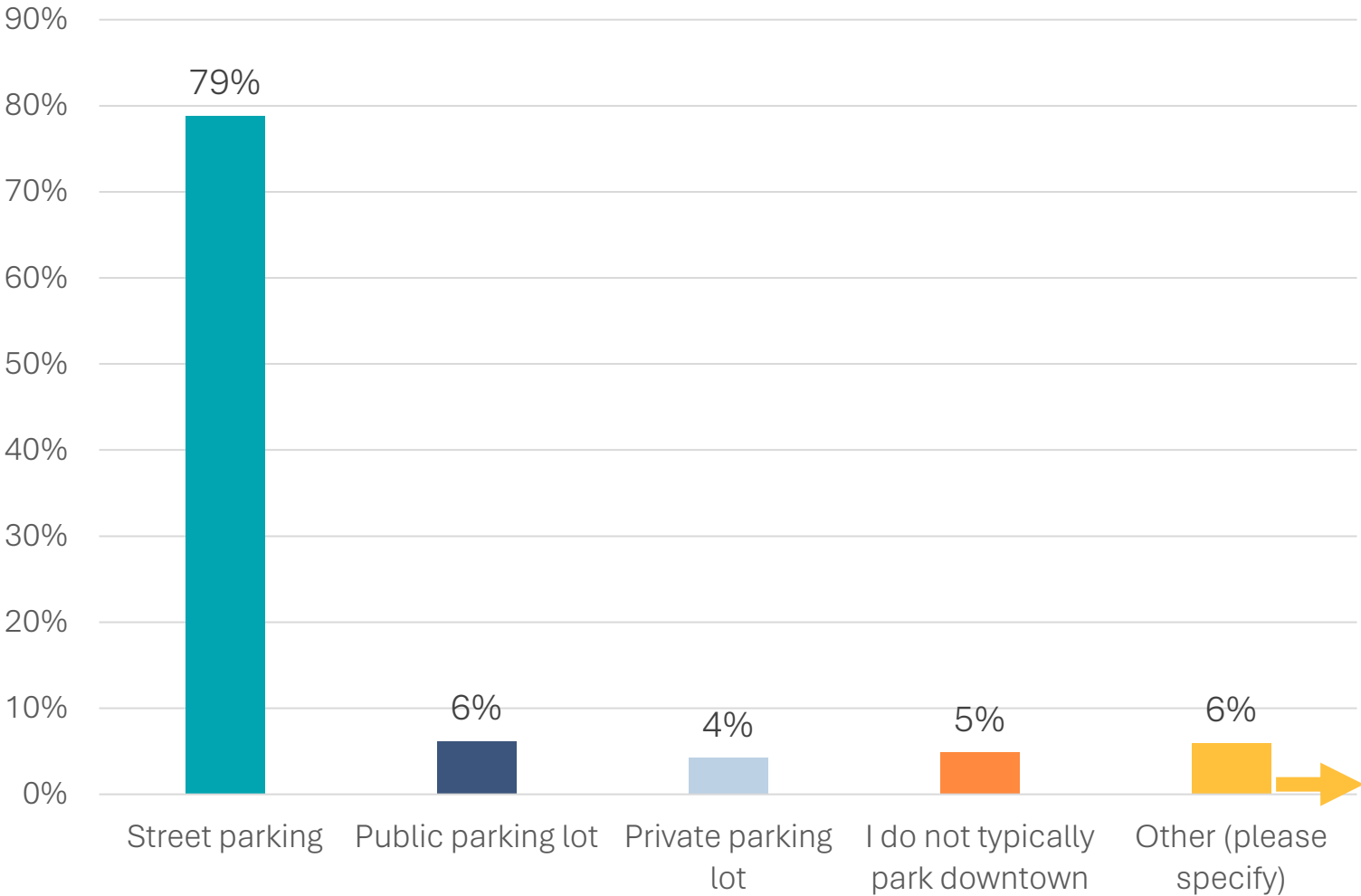
**12% +**  
Walking



	Count
Boat/Chain Ferry	8
Multiple: Personal, Walk, Bike	5
Interurban	2

# Q8: What form of transportation do you typically use to go downtown?

**79% +**  
Street Parking



Anywhere available	1.8%
High School Lot	1.3%
Personal Private Parking	1.1%
Marina/Dock	.6%
On the hill	.5%
ADA Parking	.3%
Season Dependent	.3%

# Q9: Typically, approximately how long does it take you to find parking downtown?

Peak Season Responses: 609

Offseason Responses: 603

Other Responses: 31

Total: 618

## Off Season

53% report finding parking immediately.  
43% report finding parking in 1-5 minutes.

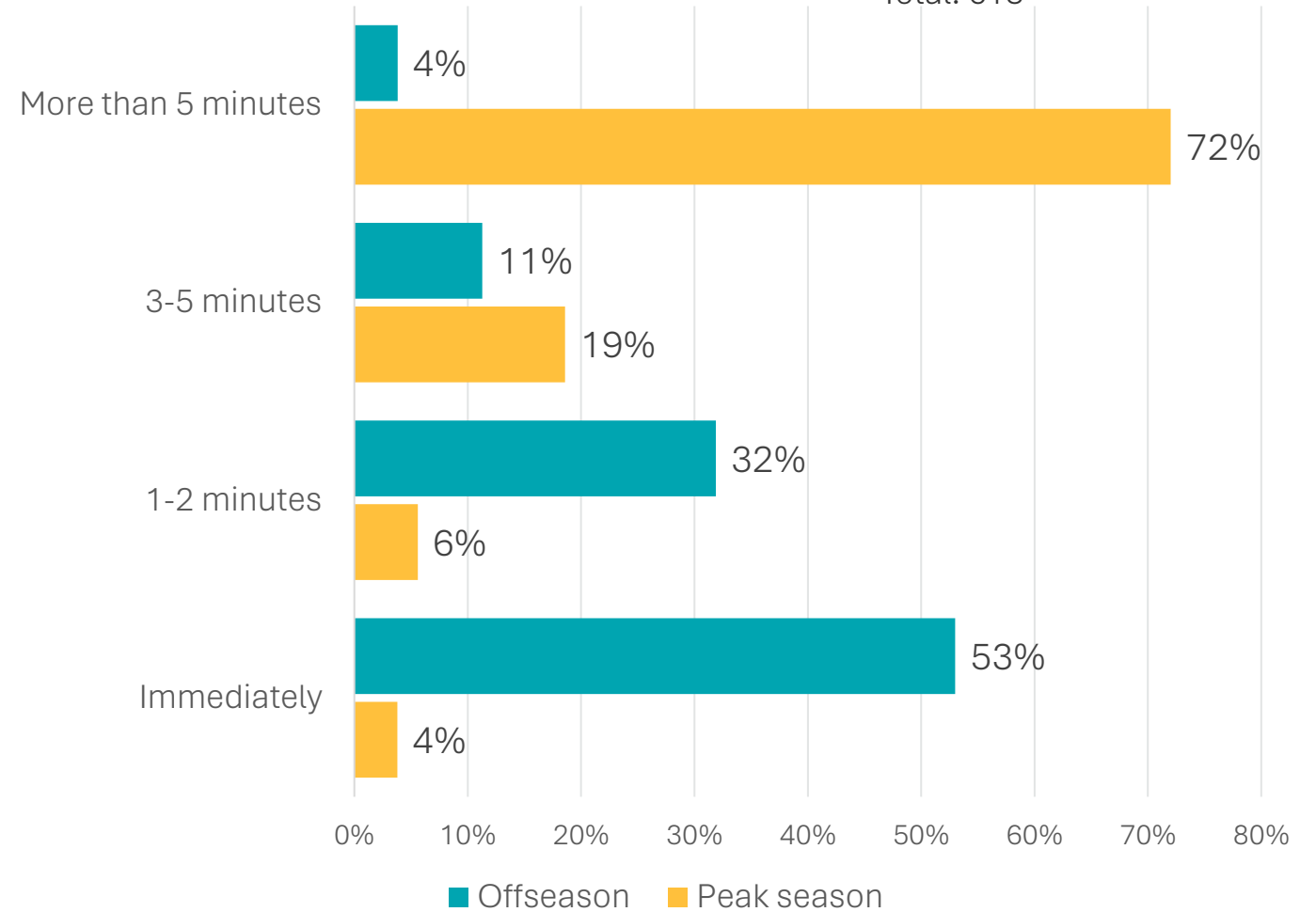
## Peak Season

72% report finding parking in > 5 minutes.  
25% report finding parking in 1 – 5 minutes.

### Other:

Most comments expressed the question does not apply to them.

Some comments report it takes over 20 minutes to find parking during Peak Season.



# Q10: How often are you able to find a parking space where you prefer to park downtown?

Peak Season Responses: 613  
Offseason Responses: 594  
Other Responses: 16  
Total: 618

## Off Season

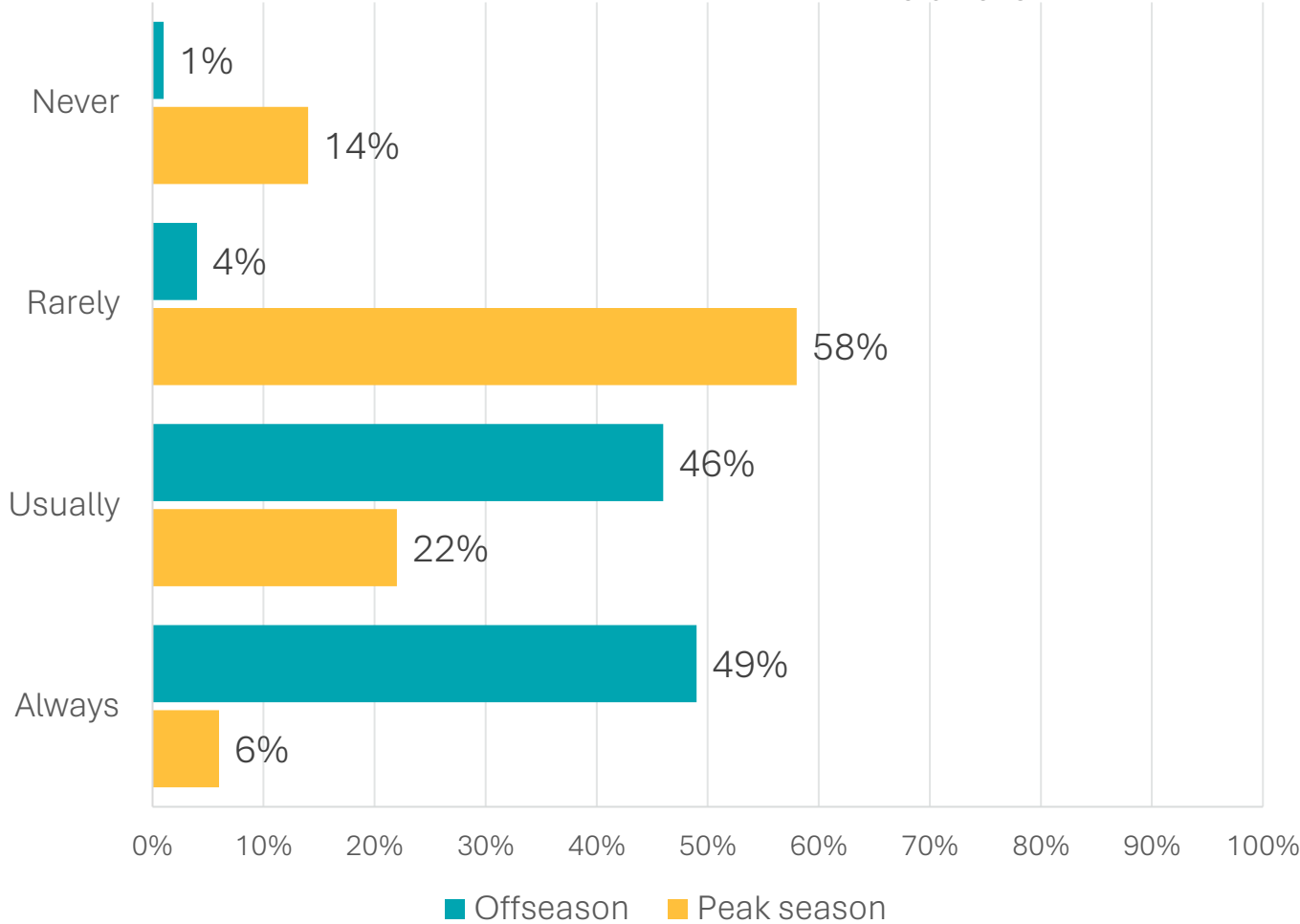
95% report always or usually find their preferred parking.

## Peak Season

28% report always or usually finding their preferred parking.  
72% report rarely or never finding their preferred parking.

## Other:

Most comments expressed the question does not apply to them because they do not park or have private parking available to them.



# Q11: How far are you willing/able to walk from your parking location to your final destination in downtown?

Peak Season Responses: 547

Offseason Responses: 503

Other Responses: 34

Total: 618

## Off Season

76% report they are willing to walk 1 – 3 blocks.

12% report they would leave if they could not find their preferred parking

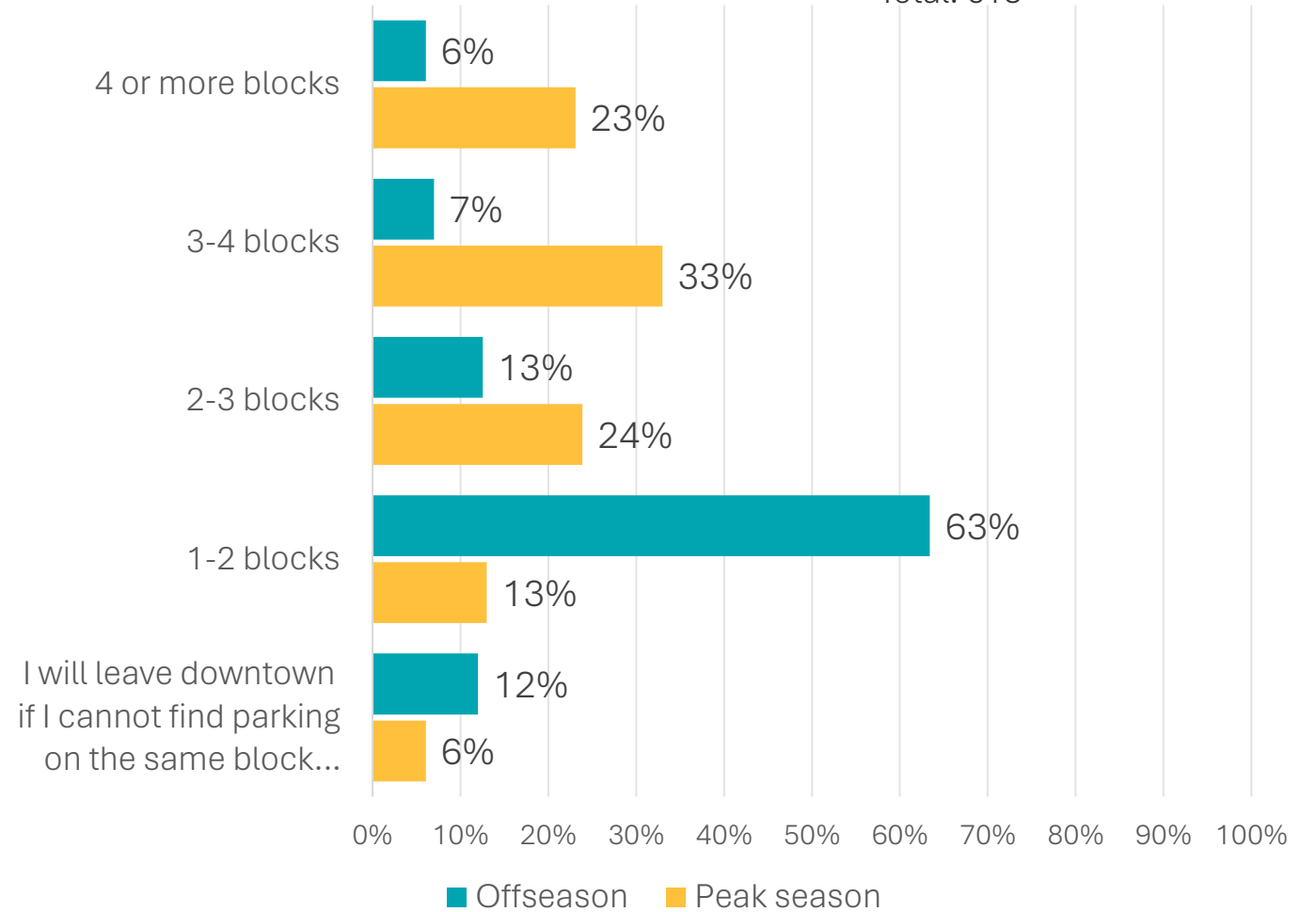
## Peak Season

56% report they are willing to walk 3+ blocks.

6% report they would leave if they could not find their preferred parking.

## Other:

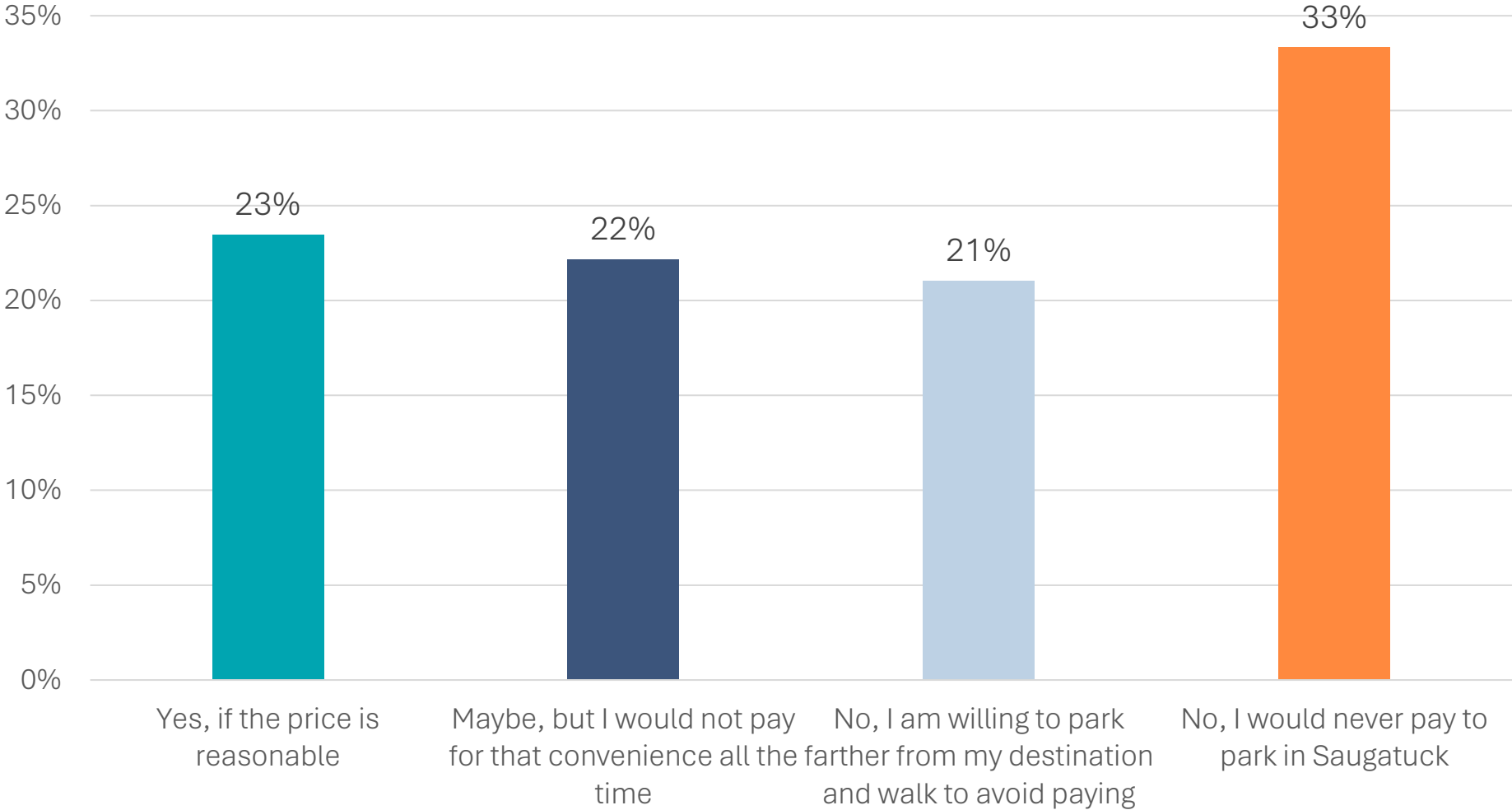
Most comments expressed the answer depends on many factors, including who they are walking with, weather conditions, etc.



# Q12: During the peak summer season, would you be willing to pay to park on-street if you could park closer to your destination?

**54%**  
Report they would not pay to park in Saugatuck.

**23%**  
Report they would pay for parking if it was priced reasonably.



Q13: If you primarily use a personal vehicle or carpool to downtown, please rank the following factors by how much they influence your parking decisions.

## Most Important

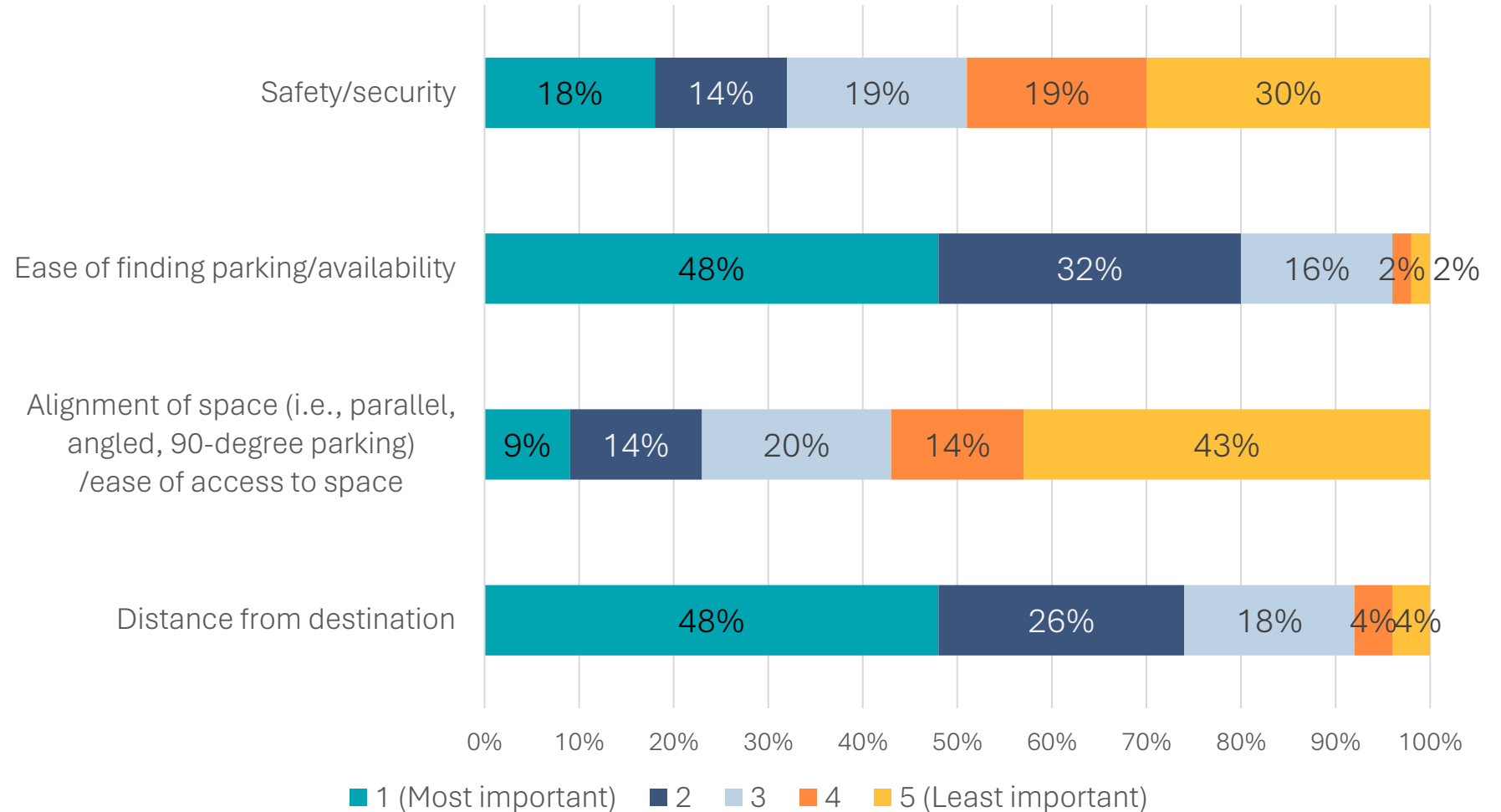
Ease of finding parking and distance from destination are reported as the most important factors.

## Least Important

Alignment on space and safety are reported as the least important factors.

### Other:

Most comments expressed Saugatuck is a safe place, so safety is not a concern



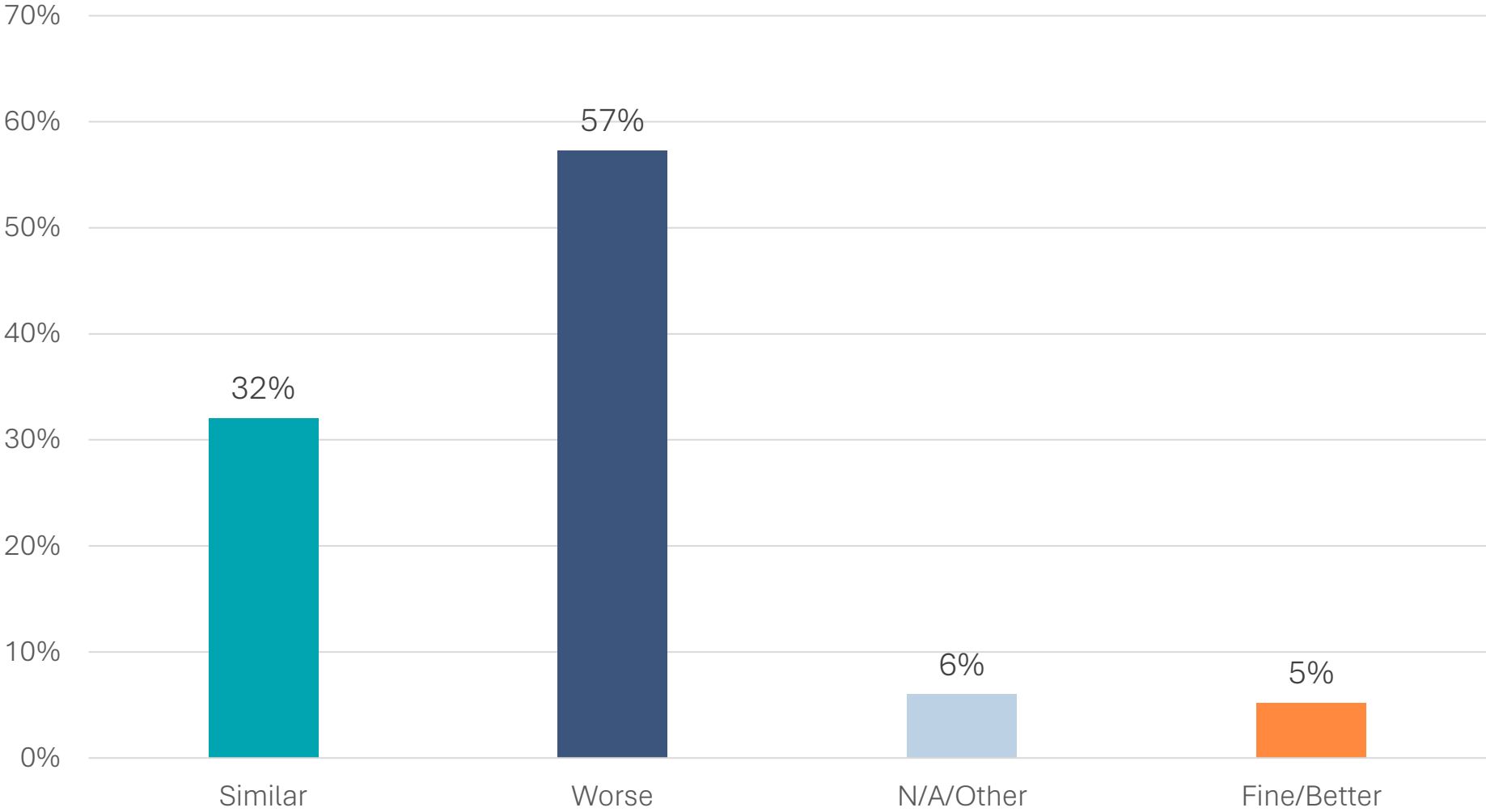
# Q14: How does parking in downtown Saugatuck compare to parking in other similar areas you have visited?

**32%**

Report it is similar to other areas.

**57%**

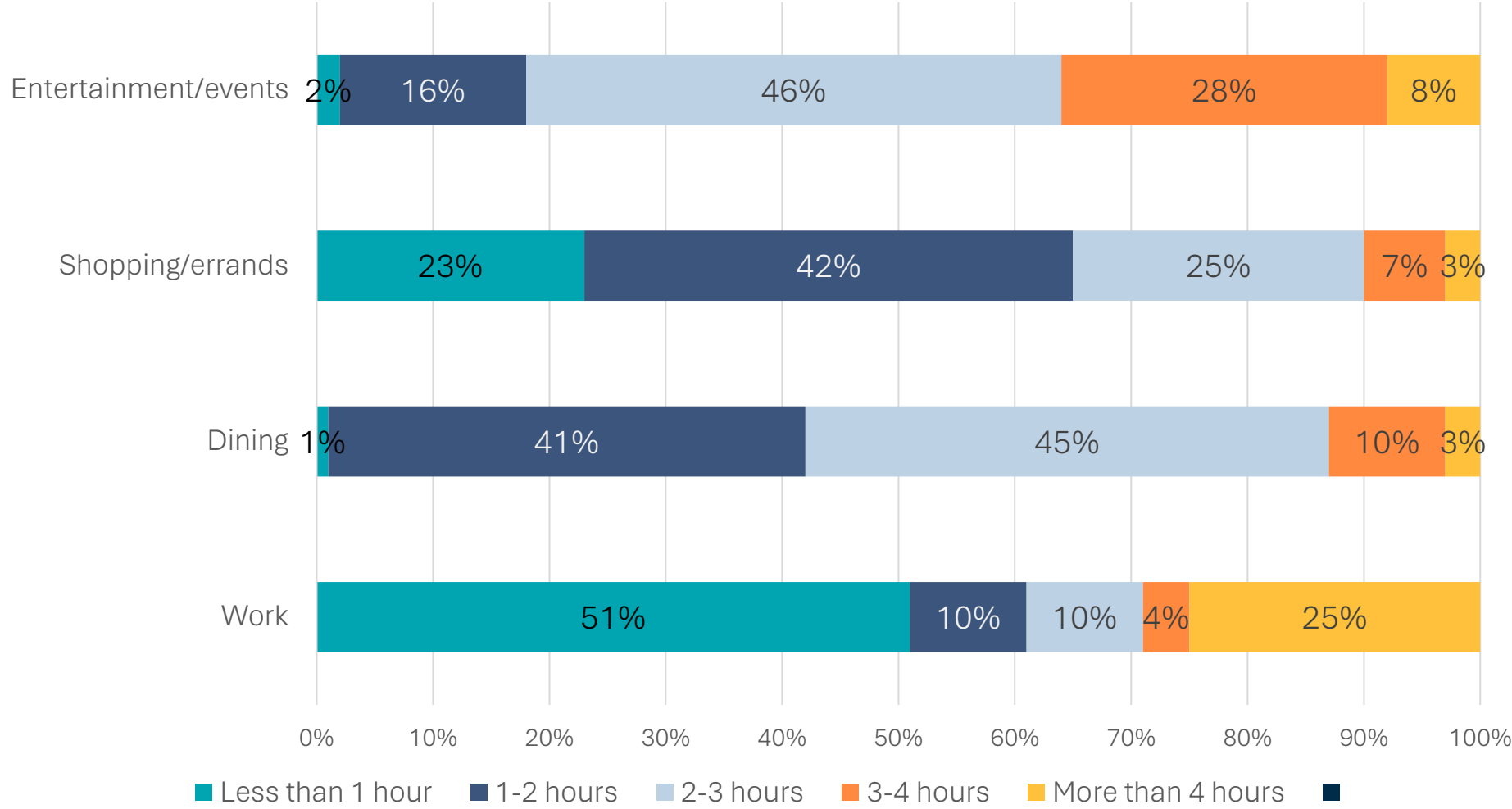
Report it's worse – particularly during peak season



# Q15: How long do you typically remain parked in downtown when you come to visit for the purposes listed below?

## Most Report

staying parked for less than 3 hours across all purposes



Q16: What, if anything, would increase the frequency with which you use the Interurban to travel to downtown?

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## For those that provided an improvement, the main themes were:

- Extended Service Hours and Availability – Operate later into the evening/night year-round
- Schedule Reliability and Consistency
- Service Area and Route Expansion
- More Park & Ride Parking Availability
- Short Wait Time
- Education on current options – Some comments mentioned not knowing it existed

Q17: What, if anything, would increase the frequency with which you use the Interurban to travel to downtown?

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## For those that bike, the main themes were:

- Increased Bike Rack Availability/Capacity – Most people who mentioned this mentioned having to secure their bikes to trees and poles or using a bike rack by a public restroom.
- Traffic and Safety Concerns - Lack of bike lanes discourages biking in the area.
- Better/More Bike Rack Placement & Design - Not enough close to businesses.

Q18: Please share any ideas you may have about improving the parking experience in downtown Saugatuck.

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## For those that provided an improvement, the main themes were:

- Parking Structure Development
- Parking Space Allocation and Optimization
- Restaurant Parking and Outdoor Dining – The main sentiment was to remove outdoor dining taking up spaces. At least one response was in favor of outdoor dining
- No Paid Parking Implementation
- Employee Parking Management
- Shuttle Service Operations – More options for tourists to come into the area.
- Parking Lot Expansion and Parking Structure Development
- Parking Enforcement and Restrictions – More enforcement of current project regulations.
- Resident Parking Permits
- Better Interurban and Transit Marketing
- Time-Limited Parking – Add shorter time limits to certain areas.