Summary: Online Questionnaire

Questionnaire Approach & Design

Simplicity

We wanted to hear from people who likely had not participated in engagement about downtown before, so the questionnaire was designed to be less than 10 questions and easy to fill out.

Understand Travel

We believe travel type (bike, bus, walk, vehicle) and weather dependencies impact a successful pop-up, so we wanted to ask questions about how people get downtown and if weather makes a difference.
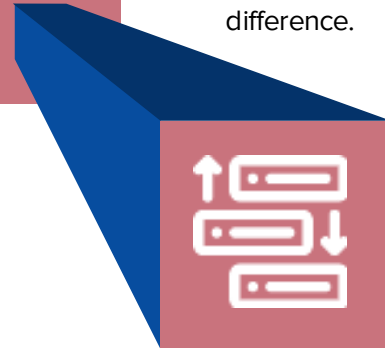
Solicit Desired Experiences

This project is about bringing the community an experience, so we wanted to understand how people currently and might use downtown in the future.

Prioritize

This is a project of tradeoffs. We wanted to know - if you had to pick - what pop-up aspects would you choose as most / least important?

10

Questionnaire Results

The full questionnaire response report from BeHeard Boulder is attached as an Appendix to this report. Key results and insights are below and on the following pages.

7 Multiple Choice Questions

1 Pin-on-the-map Exercise

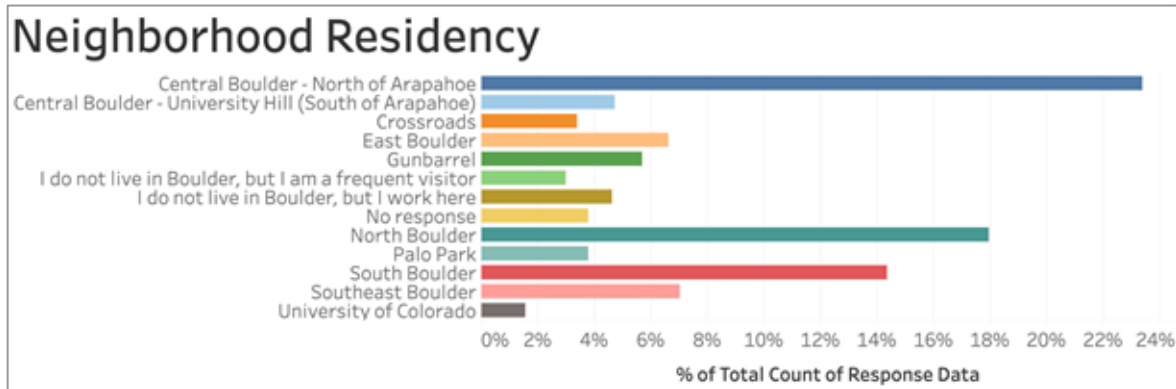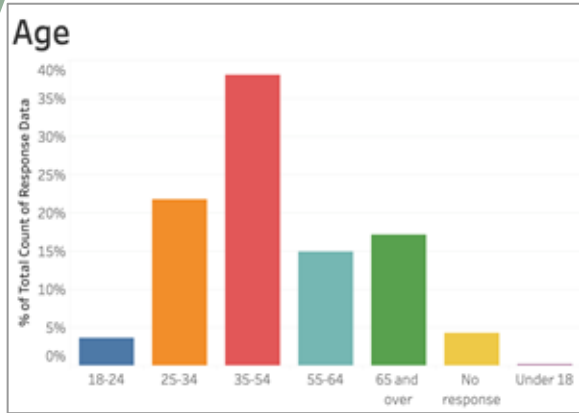**19** Days available online in English & Spanish

+3,600 Website Visits

1,799 Questionnaire Respondents

133 Online Map Pins

Questionnaire Results: *Demographics Overview*

The graphs below represent the demographic characteristics of the 1,799 questionnaire respondents, including those that chose not to respond to some or all demographic questions.

What does this tell us?

- 38% of respondents are between ages 25-54

- 65% of respondents are homeowners

- 60% of respondents live in Central, South and North Boulder

Questionnaire Results: *Demographics Overview*

The graphs below represent the demographic characteristics of the 1,799 questionnaire respondents, including those that chose not to respond to some or all demographic questions.
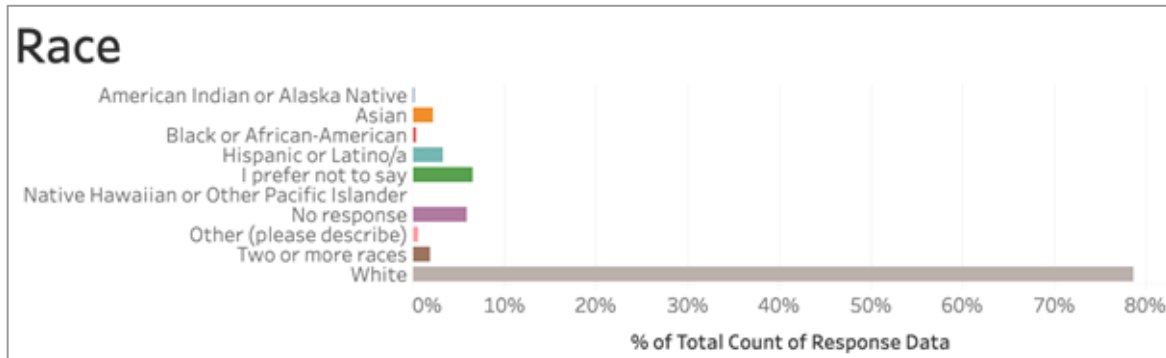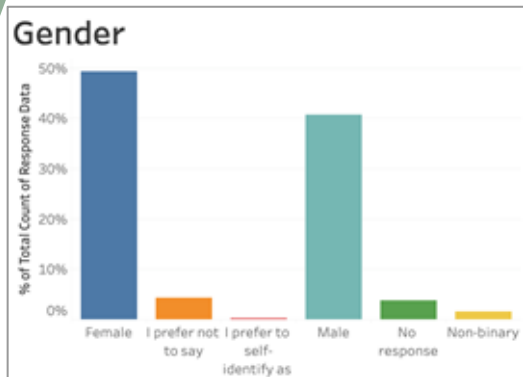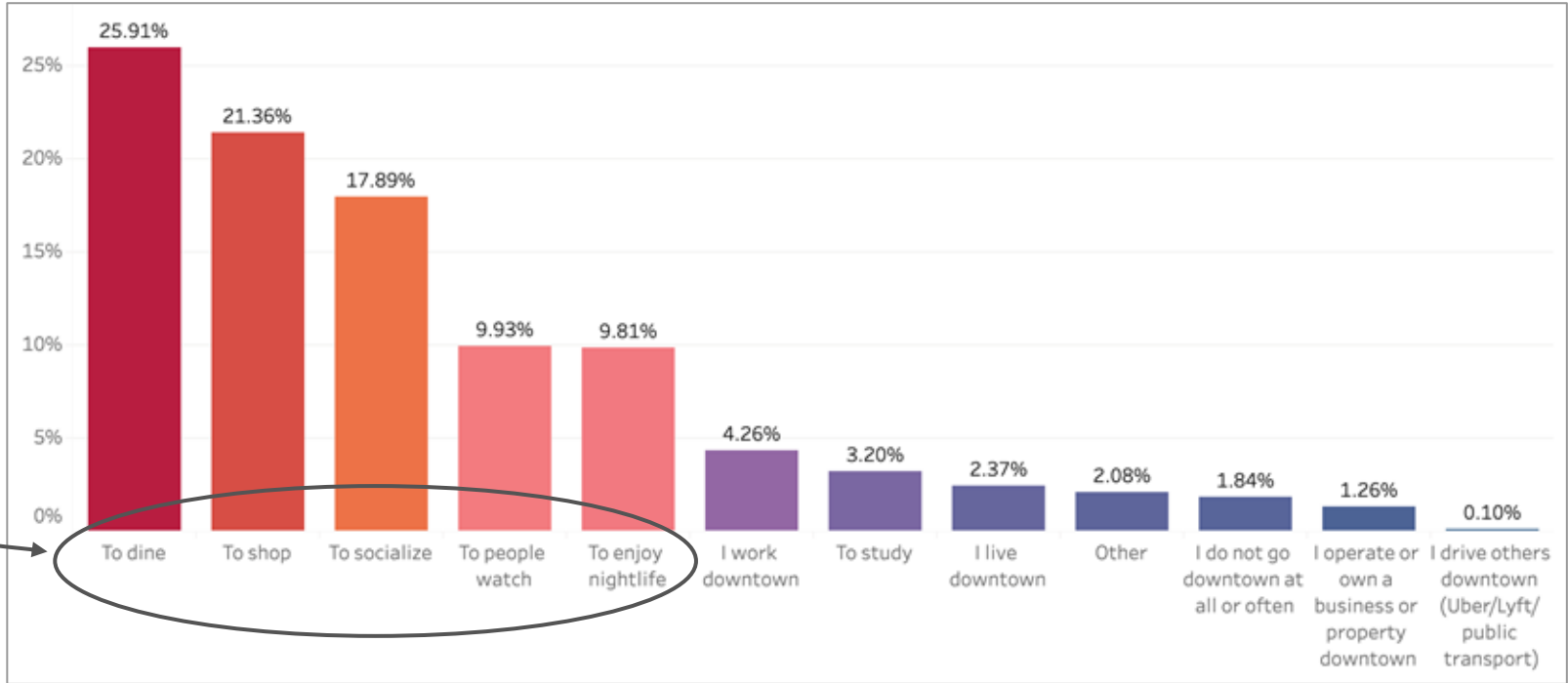

Gender

Household Income

Race

What does this tell us?

- 49% of respondents are female

- 21% of respondents are non-white

- 52% of respondents have household income higher than $100k

Questionnaire Results: *Analysis*

"Why do you typically go downtown? (Check all that apply)"

Most common responses

Questionnaire Results: *Analysis*

"If you selected 'I do not go downtown at all or often' on the previous question, please check all of the reasons that you do not visit downtown"

"Other" responses recorded in the Appendices on page 197

Most common responses

19.87%	Safety concerns
15.56%	Lack of affordable restaurants and retail
14.90%	Difficulty with mobility, access or parking
14.90%	Public health concerns
12.91%	Other
8.94%	Lack of appealing restaurants and retail
7.62%	Lack of events that are of interest to me (and/or my family)
3.97%	I don't feel welcome
1.32%	Lack of child-friendly spaces

Questionnaire Results: *Analysis*

"Which factors influence your choice to spend leisure time downtown? Please rank each factor from most (1) to least (7) important."

Highest rank response, on average

Lowest rank response, on average
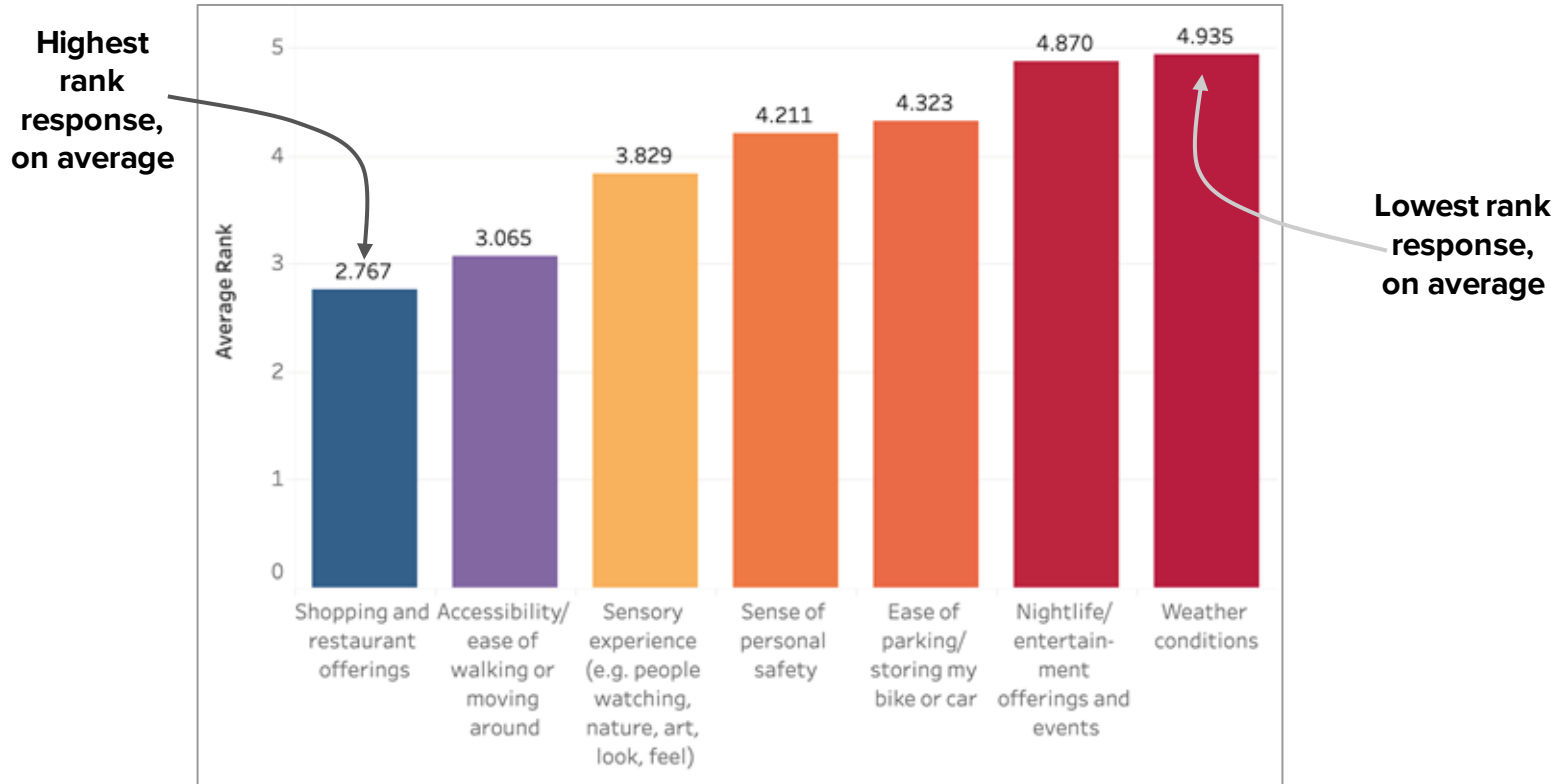
Questionnaire Results: *Analysis*

During **good weather**, how likely are you to use the following mode(s) of transportation to get downtown?
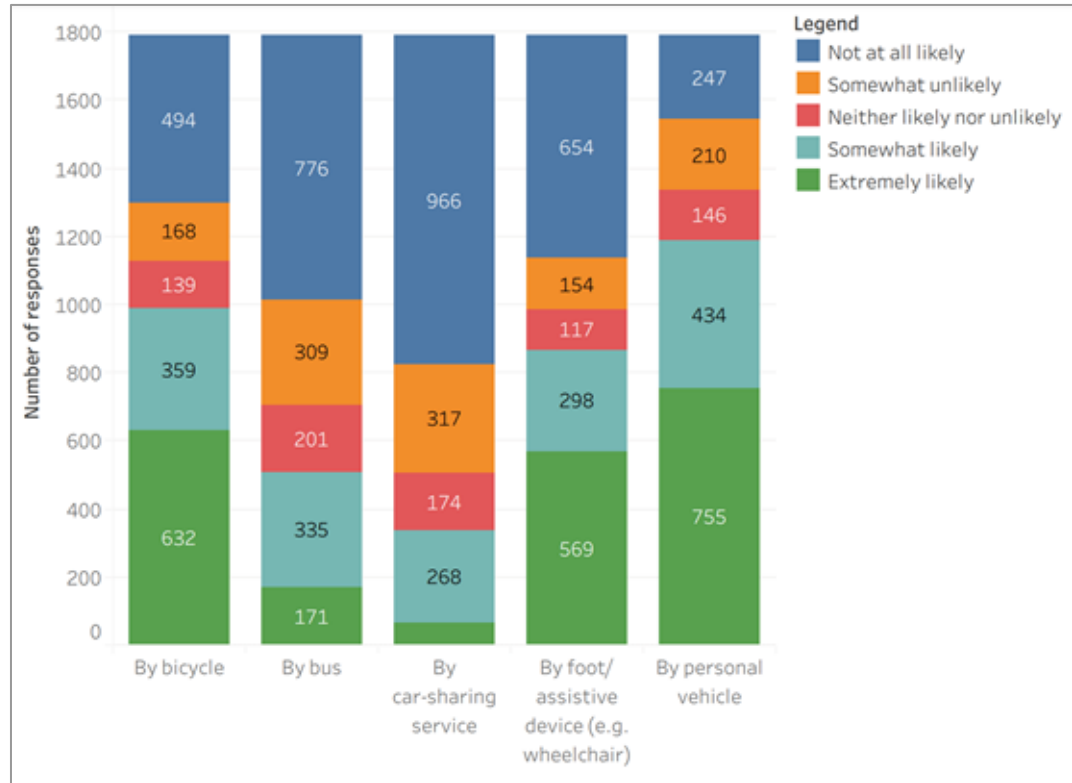
What does this tell us?

- Many respondents are likely to bike, walk, and/or drive a personal vehicle downtown in good weather

- Few respondents are likely to take a car sharing service or bus downtown in good weather
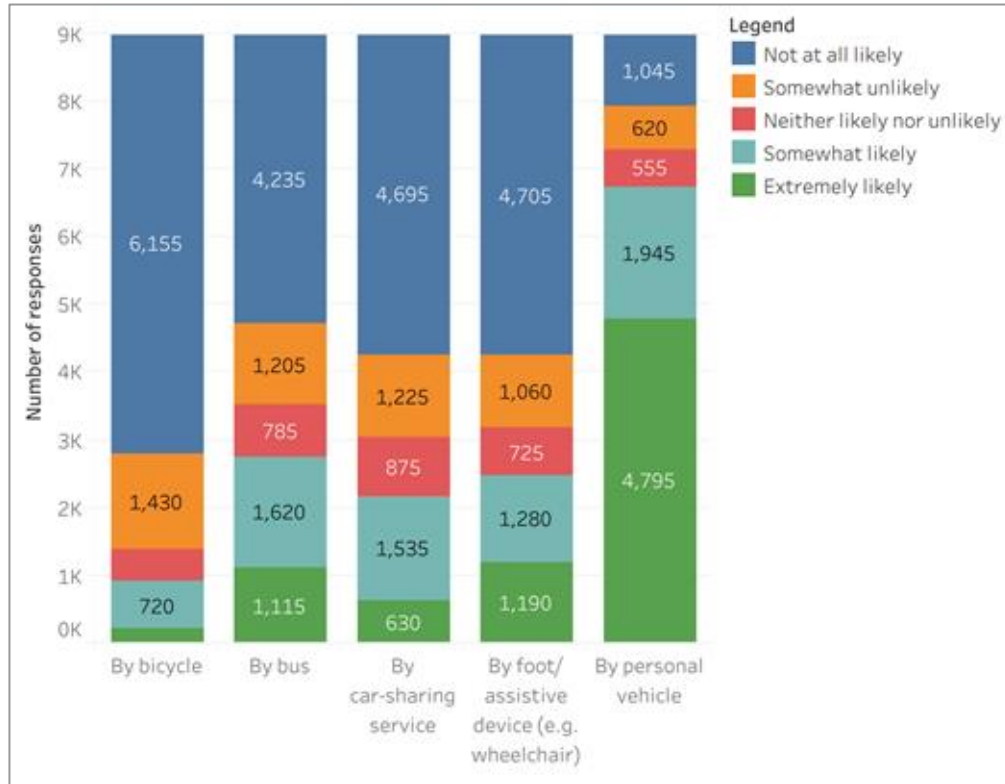
Questionnaire Results: *Analysis*

"During **inclement weather weather** (extreme cold, snow, heavy rain, high winds), how likely are you to use the following mode(s) of transportation to get downtown?"

What does this tell us?

- Most respondents are likely to drive a personal vehicle downtown in inclement weather

- Few respondents are likely to take other travel modes downtown in inclement weather

Legend
- Not at all likely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

| Number of responses	By bicycle	By bus	By car-sharing service	By foot/ assistive device (e.g. wheelchair)	By personal vehicle
Not at all likely	6,155	4,235	4,695	4,705	1,045
Somewhat unlikely	1,430	1,205	1,225	1,060	620
Neither likely nor unlikely		785	875	725	555
Somewhat likely	720	1,620	1,535	1,280	1,945
Extremely likely		1,115	630	1,190	4,795

Questionnaire Results: *Analysis*

During the pandemic, from spring of 2020 until fall of 2022, the west Pearl Street area from 9th Street to 11th Street was closed to vehicles to make room for expanded outdoor dining, pedestrian spaces, gathering and events.In your view, how do you think this temporary change in the use of streets impacted the overall appeal of the west Pearl area?

What does this tell us?

- ~86% of respondents said the temporary change significantly increased or increased the overall appeal of the West Pearl Area

- ~9% of respondents said the temporary change significantly decreased or decreased their

4.70% 4.87%

3.86%

16.72%

69.85%

Legend

■ Significantly decreased
■ Decreased
■ No impact
■ Increased
■ Significantly increased
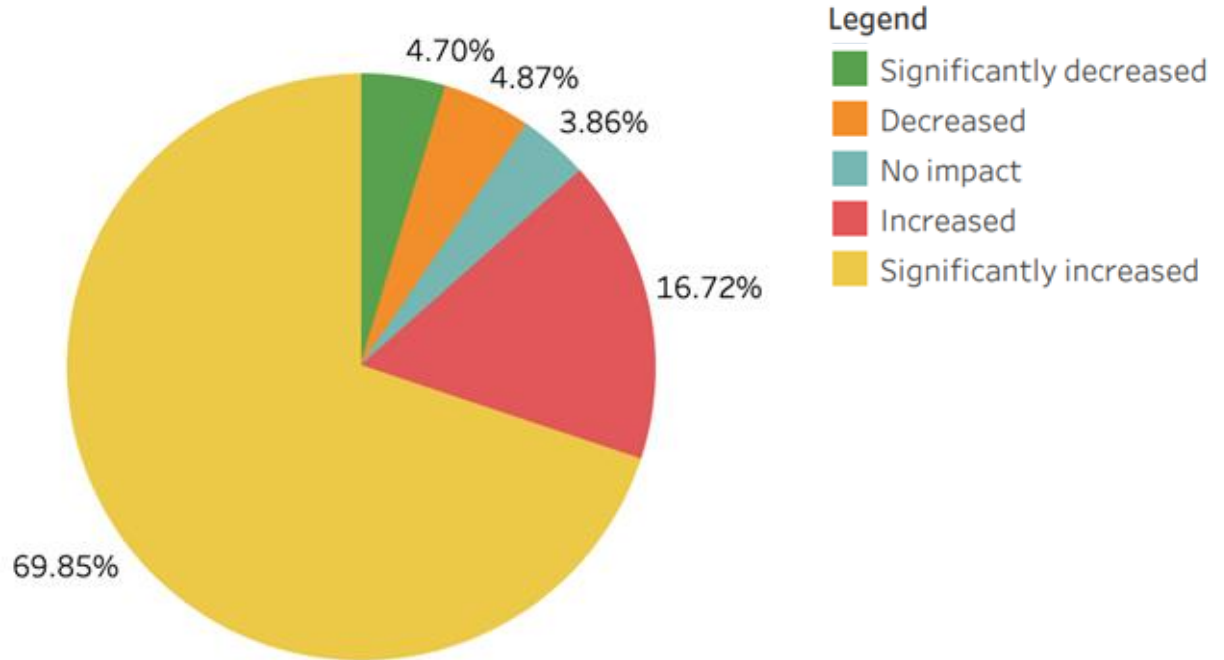
Questionnaire Results: *Analysis*

"Different people may have different priorities for downtown streets. In which order do you think the city should prioritize community interests for downtown streets as public space?" (1 is highest priority; 8 is lowest)

Highest priority

Lowest priority

	One	Two	Three	Four	Five	Six	Seven	Eight
Provide additional enjoyable public spaces for gathering and outdoor dining/entertainment/leisure	1,054	239	118	94	79	65	55	88
Use curbs for non-vehicular purposes (e.g. landscaping, bicycle/scooter parking, curb and sidewalk extensions, outdoor dining	125	564	308	185	180	160	161	109
Maximize access for all people regardless of ability and mode	182	262	368	300	282	167	136	95
Maximize economic vitality potential for underutilized/underinvested areas	46	161	263	361	349	292	206	114
Preserve quiet enjoyment/quality of life/character of surrounding neighborhoods	97	187	279	281	284	303	228	133
Minimize traffic congestion	78	179	229	246	241	304	337	178
Enhance critical connections between downtown and nearby destinations such as University Hill	32	120	142	231	249	315	390	313
Preserve curbside vehicle access to businesses (e.g. on-street parking/passenger pick-up/drop-off/deliveries/loading)	178	80	85	94	128	186	279	762

Questionnaire Results Analysis

Questionnaire respondents were asked to provide additional comments. The full recording of comments is located in the Appendices beginning on page 76. This is a "word bubble" assessment of the common words in the map exercise comments. Use this tool to better understand key words: the more often a word was used, the larger the font size.

Questionnaire Results Analysis

The project team requested cross-tabulation analysis of several "key questions" to further our understanding of the questionnaire responses. The results and insights from the cross-tabulation exercises are on the following pages.
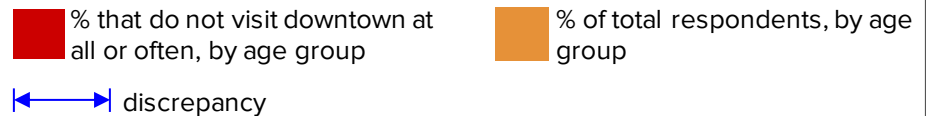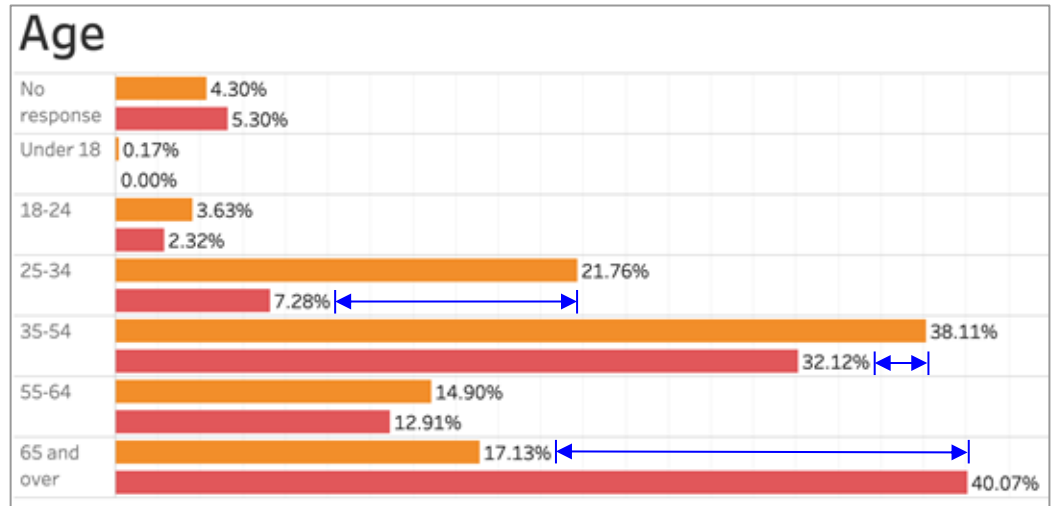
Questionnaire Results Analysis

Do respondents that said they 'do not visit downtown or often' vary by demographics?

What does this tell us?

Respondents ages 65 and over were almost twice as likely to say they don't visit downtown at all or often as compared to their overall representation in the respondent pool.

Conversely, respondents ages 25-34 and 35-54 are less likely, as compared to their respondent pool, to say they do not visit downtown at all or often.

The remaining demographics are skewed too heavily by "no response" rates to determine if this response varies by other demographics.

Age

Age group	% that do not visit downtown at all or often	% of total respondents
No response	5.30%	4.30%
Under 18	0.00%	0.17%
18-24	2.32%	3.63%
25-34	7.28%	21.76%
35-54	32.12%	38.11%
55-64	12.91%	14.90%
65 and over	40.07%	17.13%

Legend:
- ■ % that do not visit downtown at all or often, by age group
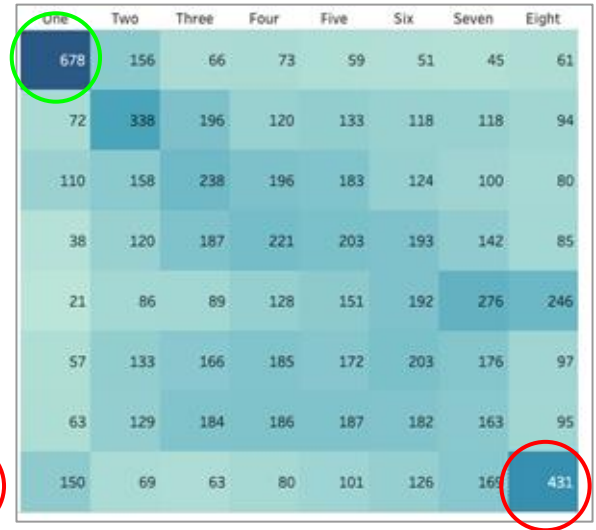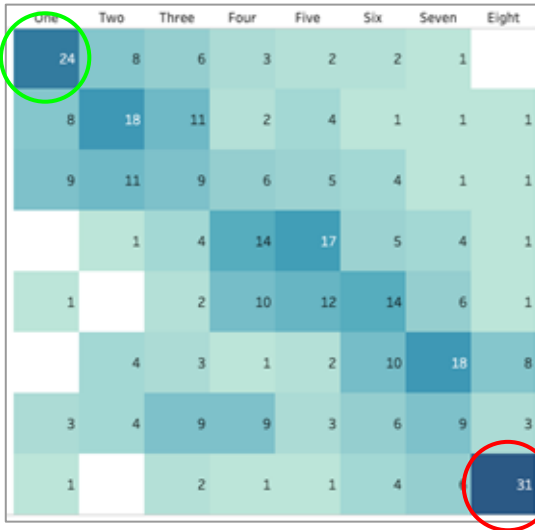- ■ % of total respondents, by age group
- ↔ discrepancy

Questionnaire Results Analysis

Do the priorities of respondents vary for those with extremely different travel preferences?
The darker the color, the higher number of respondents prioritized the associated rating and choice.

All responses for Question 7 related to priorities (see page 20 for more detail)

Respondents that said they were "extremely likely" or "somewhat likely" **to bike, bus or walk downtown during inclement weather**

Respondents that said they were "extremely likely" or "somewhat likely" **to drive a personal vehicle downtown during good weather**

Full graphs that are more legible are recorded in the Appendices on page 198.

What does this tell us?

There are subtle differences in priorities, though overall, both travel preference profiles' highest priority (green circle) is to "provide additional enjoyable public spaces…" and lowest priority (red circle) is to "provide curbside vehicle access to businesses…"
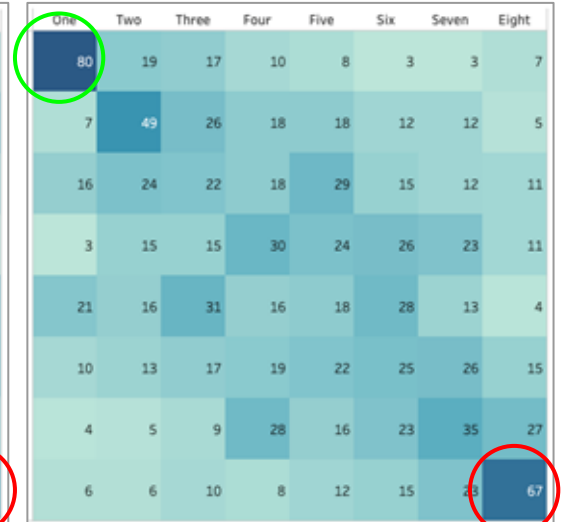
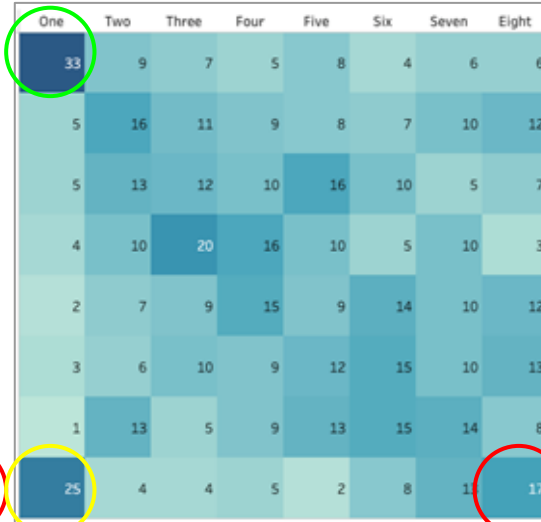*Highest priority*

Lowest priority

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Questionnaire Results Analysis

Do the priorities of respondents vary for those that live or own/operate a business downtown?
The darker the color, the higher number of respondents prioritized the associated rating and choice.

All responses for Question 7 related to priorities (see page 20 for more detail)

Respondents that said they are a **downtown business owner / operator**

Respondents that said they are a **downtown residents**

| **What does this tell us?** | There is one significant anomaly: downtown business owner/operators' second highest #1 priority is to preserve curbside vehicle access. Though overall, both travel preference profiles' highest priority is to "provide additional enjoyable public spaces…" and lowest priority is to "provide curbside vehicle access to businesses…" |

Full graphs that are more legible are recorded in the Appendices on page 198.

🟢 *Highest priority*
🔴 *Lowest priority*
🟡 *Anomaly*

25

Questionnaire Results: *Map Activity*

"Place up to 3 pins on the map to indicate street segments that you consider appropriate or desirable for reimagining streets as more pedestrian- friendly places."

What does this tell us?

Responses are scattered throughout the downtown area with a high concentration of pins on West Pearl

Additional, non-downtown pins included Pleasant View Sports Complex; Iris/30th; 29th St Mall; and 30th/Pearl

See Action Plan page 51 and 52 for mapping of key comments from this exercise

Key

🔵 Singular pin

🟢 Multiple, clustered pins (number of pins indicated in green circle)
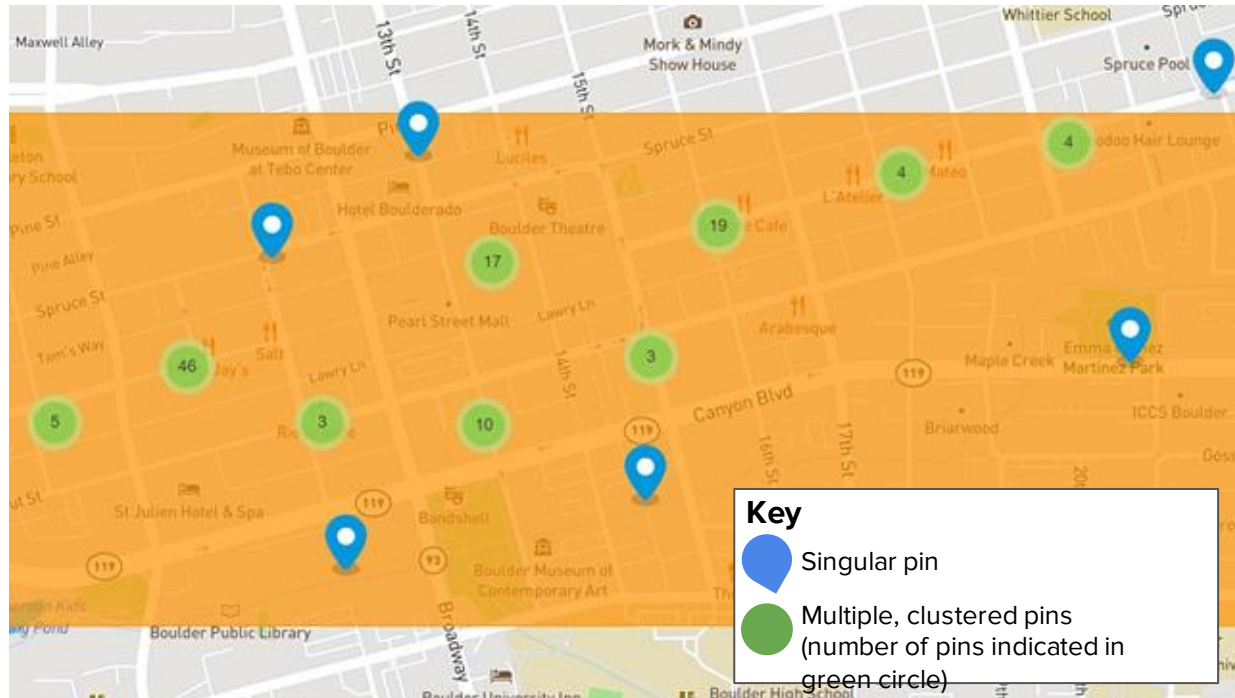
Participants' comments that correlate to each pin is recorded in the Appendices on page 203. Not all participants left a comment.

Questionnaire Results: *Map Activity*

This is a "word bubble" assessment of the common words in the map exercise comments. Use this tool to better understand key words: the more often a word was used, the larger the font size.