



DOWNTOWN'S NEXT STEP

Vivid Past, Resilient Future

COMMUNITY QUESTIONNAIRE #1 RESULTS

The primary goals of the first community questionnaire were to understand the community's values related to the future of Downtown Main Avenue and to inform a vision and objectives unique and specific to the conceptual design. Ultimately the questionnaire captured a range of responses that help identify Main Avenue's strengths and weaknesses and reflect the community's ideas for future improvements to Main Avenue.

The questionnaire ran for three weeks (from December 17th to January 7th) on the Virtual City Hall Platform. It was promoted through various social media outlets, the BID, physical and digital flyers and posters, on trolley TVs, and through city newsletters. A total of 938 responses were gathered, which was three times the original goal of 300. It was also important to capture responses from a range of residents, representative of City demographics.

Response rate goals included:

- 51% female/non-male gender,
- 14% non-white,
- 12% over the age of 65, and
- 11% speak a language other than English.

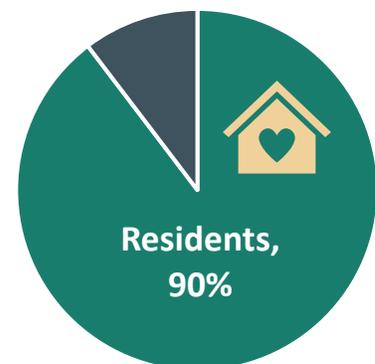
Actual response rates included:

- 53% female/non-male gender,
- 15% non-white,
- 22.6% over the age of 65, and
- 5% speak a language other than English.

The one group in which responses fell short were people who speak a language other than English at home. Additional strategies to better reach these community members will be explored and pursued for future engagement opportunities.

Additional information on the 938 respondents included:

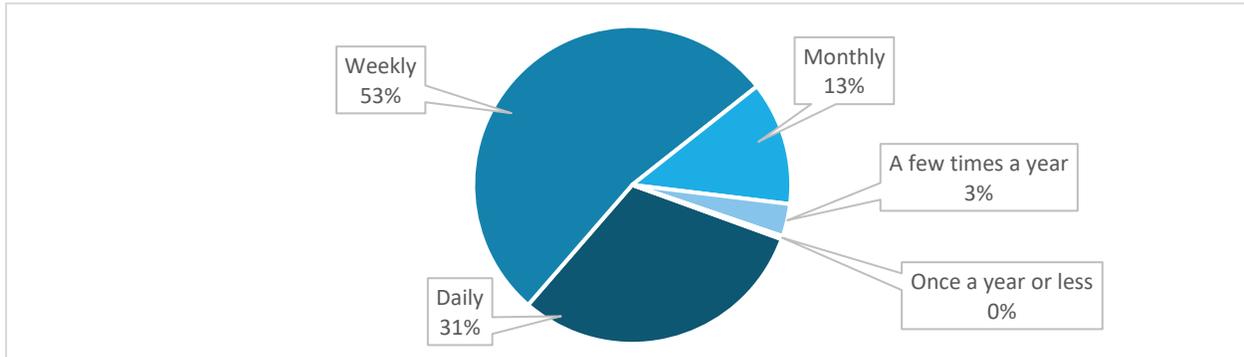
- 90% live in Durango
- 55% work in Durango
- 4% own property along Downtown Main
- 8% own a business along Downtown Main
- 8% help organize events along Downtown Main



A. Visiting Downtown Main (Questions 1 - 4)

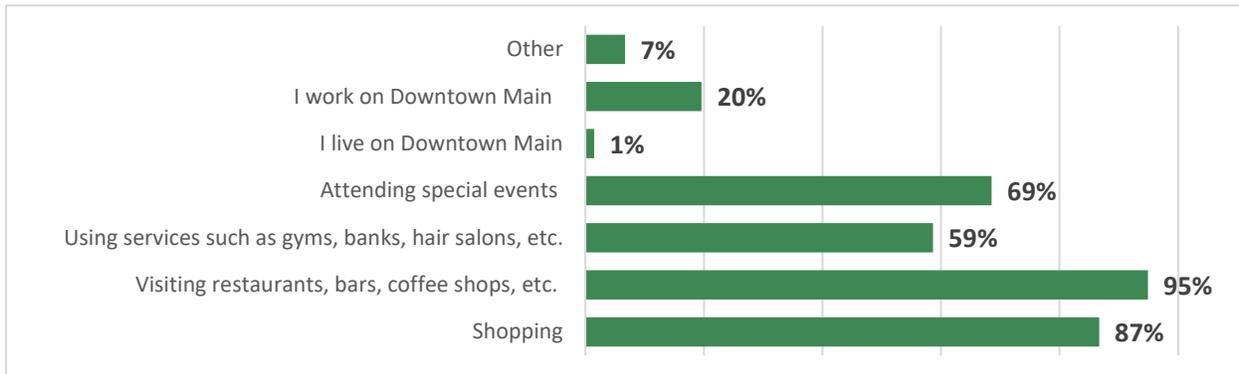
The following analysis covers the first set of questions which focus on how people visit and use Downtown Main.

1. How often do you visit Durango’s Downtown Main Avenue (approximately)? (Choose 1)



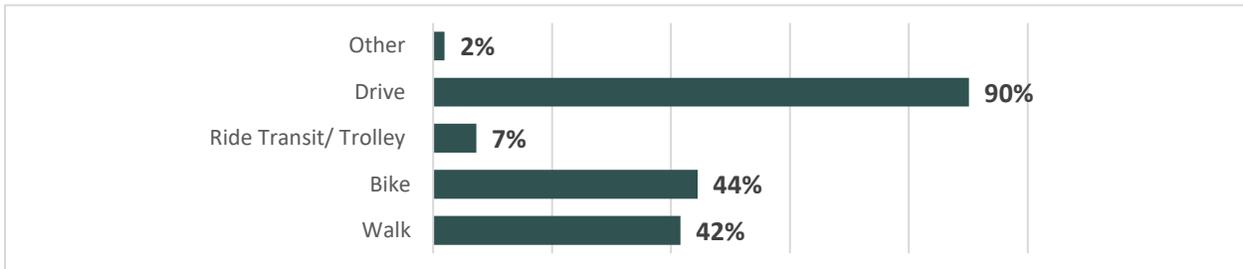
84% of respondents indicated they visit Downtown Main Avenue at least once a week, with 31% indicating they visit daily. Only 34 (3%) responses indicated they visit Downtown Main a few times a year or less.

2. What activities do you participate in on Downtown Main Avenue? (Choose all that apply)



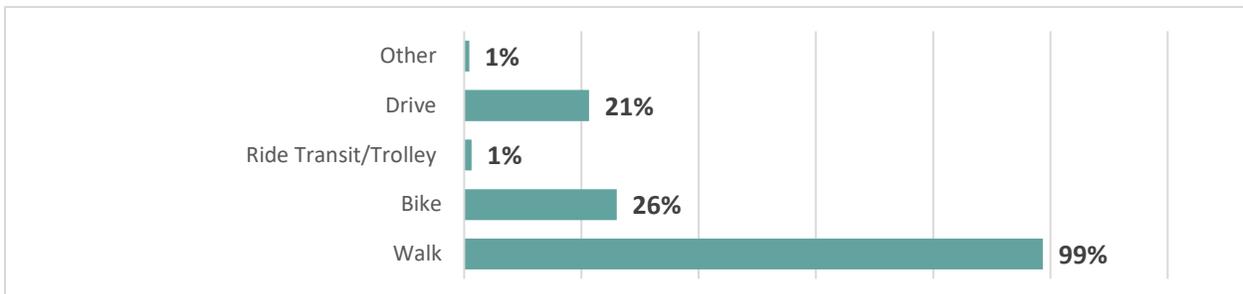
Most respondents visit Downtown Main primarily for entertainment, for either visiting restaurants, bars, coffee shops etc., for shopping, or for attending special events. Of the 55% total respondents who indicated they work in Durango, 20% work in the area around Downtown Main. Of the 90% who live in Durango, only 14 (1%) live around Downtown Main.

3. What type of transportation do you use to get to Downtown Main? (Choose all that apply)



An overwhelmingly majority of respondents, 90% travel to Downtown Main by driving. As for driving alternatives, 44% indicated they bike and 42% walk. Only 7% indicated they Ride Transit/Trolley.

4. How do you move between destinations on Downtown Main? (Choose all that apply)



Once residents have arrived in the Downtown Main area virtually all respondents indicated they walk between destinations. 26% indicated they bike and 21% drive once on Downtown Main. Only 1% use the trolley to go between destinations.

Summary – Questions 1-4:

The results from these four questions indicate that many residents visit Downtown Main frequently for primarily entertainment, dining, and/or shopping. Most respondents typically get there by driving, however almost half of respondents will also travel to Downtown Main via biking or walking. Respondents’ favorability towards driving shows the importance of parking in the area. However, once they do park, people will most assuredly walk between their destinations rather than drive, indicating the importance pedestrian connectivity, safety, and access along and near Main.

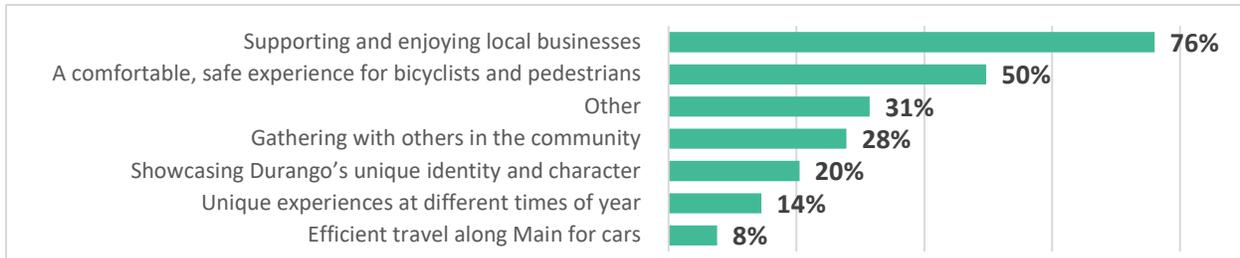
Very few respondents indicated they visit Downtown Main a few times a year or less, stressing how major of a destination Downtown Main is for the community. While results showed it as a major destination for most, it is not a “lived-in” destination with very few respondents indicating they live on Main, and only 20% indicating they work there.

Lastly, very few respondents indicated they use the trolley to travel to Downtown Main, and even less to use it to travel along Main. While many factors outside of Main itself play into transit ridership, there may be opportunities to increase ridership by improving the design and amenities of transit stops along Main as part of this effort.

B. Values for Downtown Main (Questions 5-8)

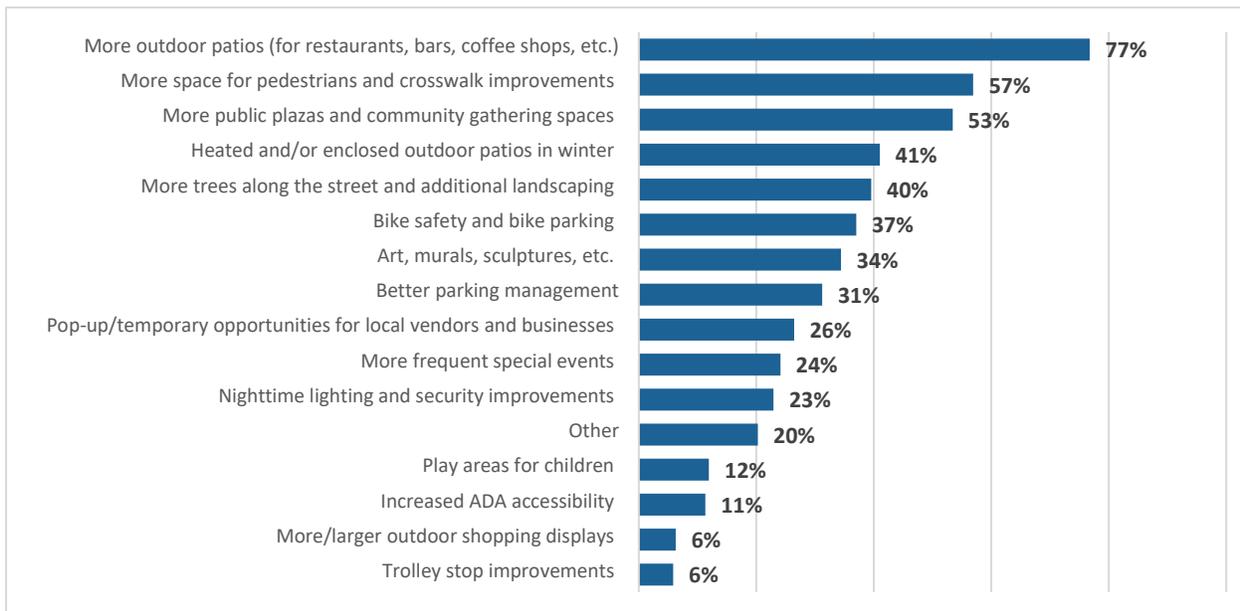
The following analysis covers the second set of questions from the questionnaire which focuses on what people value most along Main and what they'd like to see considered in design concepts.

5. What's most important to you regarding Downtown Main? (Choose 2)



When indicating what they thought was most important to them for Downtown Main the majority of respondents said it was supporting and enjoying local businesses (76%) followed by creating a safe experience for pedestrians and cyclists (50%). The least important to residents was efficient travel along Main for cars (8%). "Other" responses included themes of economic prosperity, Downtown Cleanliness, historic preservation, and personal safety.

6. What elements would you most like to see considered in the design concepts for Downtown Main? (Choose your top 5)



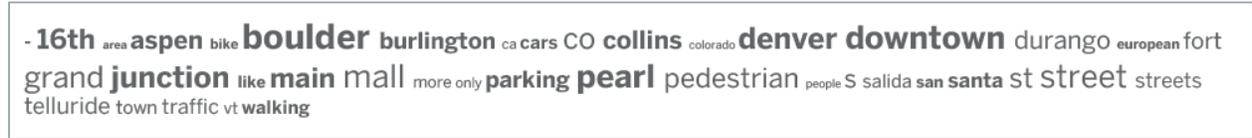
Most respondents indicated they would like to see more outdoor patios (77%), more space for pedestrians and crosswalks (57%), public plazas and gathering spaces (53%). The most desired streetscape furnishings include heated/enclosed patios (41%), more trees and additional landscaping (40%), increased bike safety and parking (37%), and more public art (34%). The least desired elements included play areas for children (12%), increased ADA accessibility (11%), outdoor shopping displays (6%), and trolley stop improvements (6%). "Other" responses were frequently including a pedestrian mall, a parking garage to support Downtown Main, and noise management for cars and motorcycles.

Summary – Questions 5 and 6:

- Local Businesses:
 - In these questions, respondents indicate a strong value in local businesses and the spaces around them. This directly correlates with responses to Question 2, which indicated visiting downtown businesses as the primary reason for people visiting Downtown Main today.
- Streetscape Elements:
 - Most people would like to see Main enhanced with additional streetscape elements adding to comfort year-round with enclosed patios, aesthetic and environmental quality enhancements with more landscaping and public art, and increased safety for pedestrians and cyclists with improved crossings, spaces for pedestrians, and bike infrastructure.
- Transportation:
 - Despite most people traveling to Downtown Main by driving, very few wanted to prioritize enhancing the driving experience, indicating this is a lower priority and/or that the current condition doesn't have any significant issues, and that people are more concerned with their experience as a bicyclist/pedestrian than while in their car.
- Programming:
 - Respondents placed a lower value on making Downtown Main unique throughout the year, showcasing the City's unique character, and adding pop-up/temporary vendors. This may indicate that most people do not want to change programming on Downtown Main drastically from what it is today. Although 69% of respondents attend special events Downtown (Question 2), the values questions do not indicate a strong desire for more events or more unique experiences at different times of year. Outreach with special event planners and police/security personnel on Downtown Main could help provide further insight into needs regarding special event infrastructure.
- Pedestrian Malls:
 - Lastly, it's important to note that many "other" responses were largely in favor of a pedestrian mall. It's likely that people enjoy qualities of a pedestrian malls such as a unique destination, very safe pedestrian space, ample gathering space, public art opportunities, and function for special events. These elements can also be achieved in other ways, but this type of design (a pedestrian mall) will be further assessed in the Best Practices Memo.

7. What other cities, downtowns or streets do you think Durango should consider for inspiration when developing design concepts for Downtown Main? (open-ended response)

Over 660 different responses were gathered. Of the most trending of the responses were Boulder’s Pearl Street Mall (35%) and Grand Junction’s downtown Streetscape (10%). Other prominent responses were 16th Street Mall in Downtown Denver (6%), and various Colorado Cities such as Fort Collins, Aspen, and Telluride (all 4%).



Similar to responses on previous questions, it is clear respondents want a place that is primarily pedestrian-oriented, with cars being secondary. Example cities’ also place a high value on streetscape furniture, public art, and community gathering spaces (large and small) in their downtowns.

8. Are there any other comments you’d like to provide about your values for Downtown Main Avenue? (open-ended response)

582 (62%) responded to the question with their comments. Complete responses to this question and other open-ended questions are available separately from this summary. The most common theme included shifting modal priority to pedestrians on Downtown Main and potentially closing off a portion or all of Main to cars. Parking is another big concern, and many people suggested the need for a parking garage nearby. Bumpouts are largely supported and enjoyed by respondents, but with some debate over their best locations, safety, and aesthetic. Lastly, some respondents indicated that they would have preferred for more questions to be optional in the questionnaire or a format that does not require a minimum number of selections per question. This format change will be reflected in future questionnaires for this effort.