

**SGV STREETS AND TREATS
PRESENTED BY METRO**

**OPEN STREETS
MADE POSSIBLE BY**



626 GOLDEN STREETS



EVENT REPORT & EVALUATION

4 miles of #OpenStreets connecting the Cities of El Monte and South El Monte on Saturday, October 26, 2019.

626GoldenStreets.com | [#626GoldenStreets](https://twitter.com/626GoldenStreets)

626 GOLDEN STREETS

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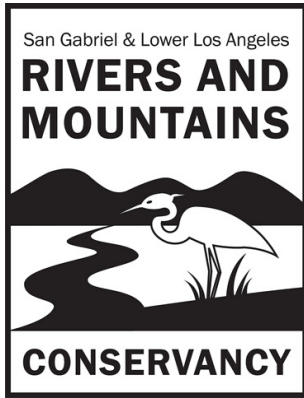
Jeff Seymour Family Center
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El Monte, CA 91731

This report was designed and published by
Active San Gabriel Valley (ActiveSGV).

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What is 626 Golden Streets?

“Open Streets” or “ciclovía” events are temporary street closures that create safe space for almost any non-motorized use. Popularized over 40 years ago in Bogotá, Colombia, – whose “ciclovía” is enjoyed by an estimated 2 million participants every Sunday and public holiday from 7am–2pm along over 70 miles of car-free streets – these powerful events are now found in cities around the world.

The first "626 Golden Streets" was staged on March 5, 2017 and linked 8 Foothill communities and 6 Gold Line stations in the San Gabriel Valley, providing participants a once-in-a-lifetime opportunity to walk, bike, skate, scoot, dance and play along over 18 miles of streets open for healthy, active recreation. Thanks to the immense popularity and success of the 2017 event, the team at Active San Gabriel Valley (ActiveSGV) that spearheaded the inaugural event regrouped in 2018 to brainstorm potential follow-up events. Of the many possible options in the San Gabriel Valley, a route connecting ActiveSGV's home at the Jeff Seymour Family Center in North El Monte to Main Street in downtown El Monte and the South El Monte Civic Center rose the fore. ActiveSGV organizers also felt there was an opportunity to stage the first holiday-themed open streets event in Southern California by hosting the event in conjunction with the 10th Annual Downtown El Monte Business District Association (DEMBA) Dia de los Muertos festival.

After reaching out to city leaders in El Monte and South El Monte, ActiveSGV staff was given a green light to put together a proposal to the Metro Los Angeles Open Streets Program Cycle 3 in Spring 2018. The SGV Streets-and-Treats route was ultimately awarded funding in September 2018. A year later 626 Golden Streets | SGV Streets-and-Treats came to life on Saturday, October 26, 2019.



SGV STREETS AND TREATS TIMELINE

March 2018

ActiveSGV develops SGV Streets and Treats concept and reaches out to stakeholders in the cities of El Monte and South El Monte to gauge interest in a potential 2-city ciclovía.



September 2018

Metro announces Open Streets Program awardees. SGV Streets-and-Treats event proposal is recommended for funding by Metro staff..



October 26, 2019!

626 Golden Streets returns to the SGV! The Cities of El Monte and South El Monte participate in their second community ciclovía on a hot Fall day in SoCal.



No Cars Allowed: Highlights from 626 Golden Streets

June 2018

ActiveSGV staff finalize SGV Streets and Treats event proposal (scheduled for October 2019) and submit to the Metro Los Angeles Open Streets Program (Cycle 3).



Spring 2019

Event planning begins! Over the next 6 months ActiveSGV staff facilitates over a dozen planning meetings with staff from the two cities to coordinate street closures, hub activities, event logistics, and more.





Planning SGV Streets-and- Treats

626 Golden Streets | SGV Streets-and-Treats presented by Metro was only the second "ciclovía" or "open streets" event in the Cities of El Monte and South El Monte.

Facilitated by Active San Gabriel Valley (ActiveSGV) staff, two working groups - one focused on general event planning, and the second on public safety - organized the event over the course of six months. The working groups, which were composed of City staff, local law enforcement personnel, and community stakeholders met a dozen times to coordinate traffic control, hub programming, route notifications, community outreach, and more. Meetings were conducted in person at South El Monte and El Monte City Halls, with smaller group meetings focused on individual city programming and site planning scheduled in between monthly sessions.





Each jurisdiction appointed one point person for the working group, with a diverse set of City staff taking leadership roles, including Parks and Recreation, Planning, Public Works, Law Enforcement, and administrative personnel. Point staff were the conduit for all project-related information to other city departments, and worked with their counterparts from the other participating communities to reach agreement on key event parameters, including event routing, opening ceremony scheduling, and traffic control barricade types.

Event traffic control was handled by Right-of-Way, a traffic control firm based in San Dimas, California.





Volunteer Coordination

225
Volunteers



13
Organizations

2
Trainings/Orientations



SGV Streets and Treats would not have been possible without tremendous volunteer support. Over 200 volunteers from across the (626) and Southern California converged on event day to staff intersections, support activity hubs, assist at information booths, help survey participants, and provide roadside assistance to attendees.

In exchange for their time and support, event volunteers received a limited edition 626 Golden Streets t-shirt, earned volunteer-only raffle tickets (prizes included bikes, scooters, helmets, and 626 swag), as well as an invitation to a special post-event VIP party that was hosted at the Jeff Seymour Family Center in November 2019.



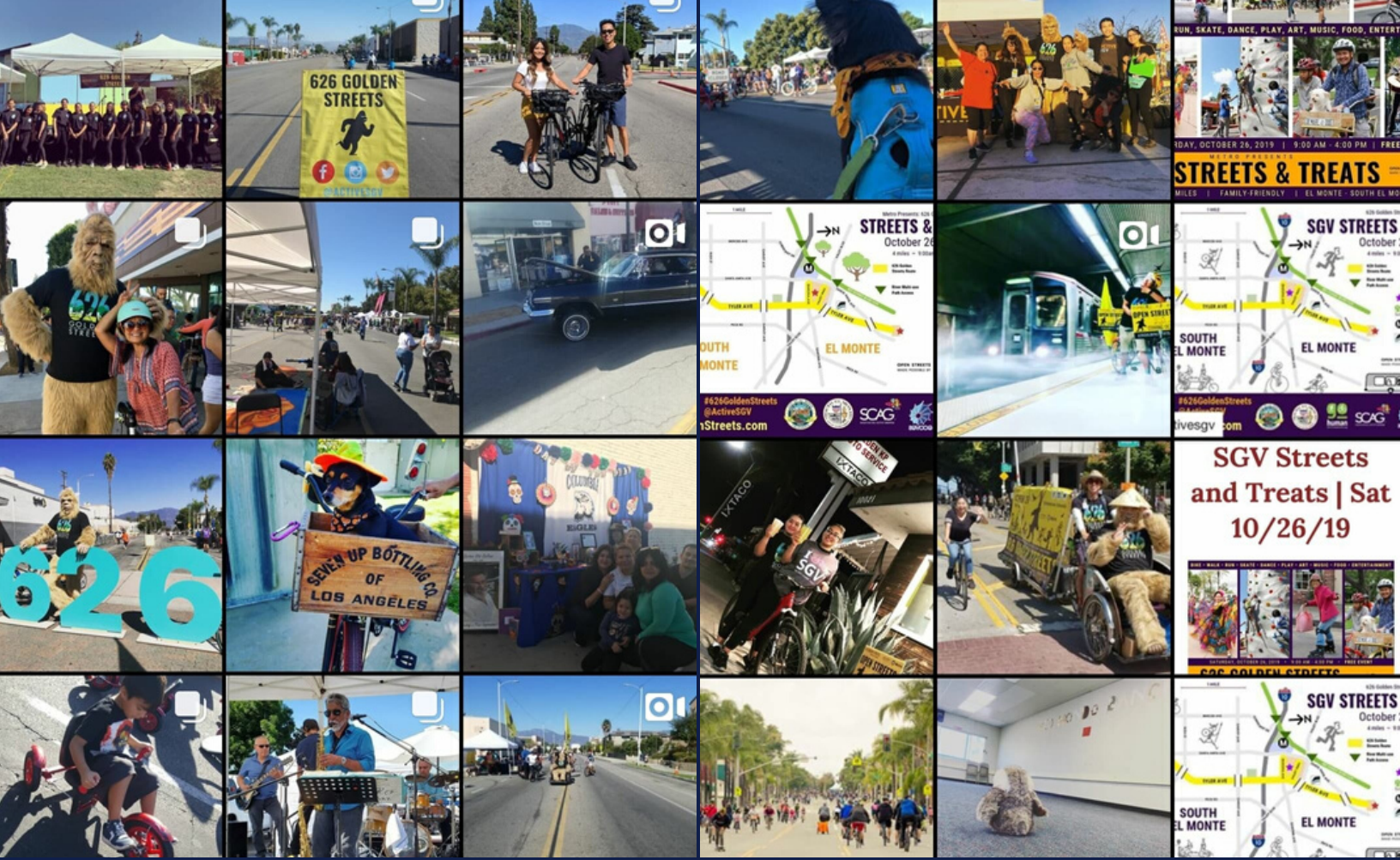


Outreach

SGV Streets and Treats presented by Metro was only the second ciclovia in the cities of El Monte and South El Monte; the first was staged in March 2016. As a result, many residents were still not familiar with the concept, leaving ActiveSGV's small but passionate outreach team, led by Edward Duong and Francisco Odeja, the considerable task of informing and educating two of the most diverse communities in the United States about the event. To do so the outreach team employed a wide range of strategies to get the word out to the public.

Specific outreach methods included multi-lingual flyers and posters in 4 languages (Chinese, Spanish, Vietnamese, English); street banners; lamp post banners; high-visibility yard signs; a community "Exploratory" ride along the event route; interactive tabling at over two dozen public events; an 8' bike trailer that doubled as a rolling advertisement (used by staff during outreach and at major events); and of course the organization's friendly, social-media-loving mascot: Gabe the San Gabriel Mountains Sasquatch!





Social Media

PROMOTING THE EVENT
TO THE MASSES

Thousands of social media posts were generated under the #626GoldenStreets hashtag.

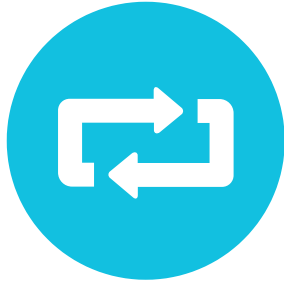


45.3%

of survey participants heard about 626 Golden Streets through social media platforms, including Facebook, Instagram, and Twitter.



Participant Survey



96.1%

would like to see open streets events come to your neighborhood?



208

event participants completed a survey on their experience at 626 Golden Streets



72.9%

planned to buy food/drink along the event route.



53.8%

attended their first open streets event at 626 Golden Streets | SGV Streets-and-Treats.



26.5%

shared they would be more likely to use public transit after attending 626 Golden Streets





Business Feedback

ActiveSGV staff interviewed 15 businesses along the route on event day (Saturday, October 26, 2019), and successfully interviewed 13 of those same businesses two weeks later to gather feedback and input on the event from the local business community. Interview forms and protocol were based on standardized documents to be used by all organizers of events made possible by the Metro Open Streets Program, Cycle 3. Business types included barber shops, coffee shops/bakeries, museums, a frozen yogurt shop, beauty salon, party supply store, restaurants, a bike shop, and a janitorial service provider. The list of specific businesses surveyed can be found below.

- Ace Liquor
- Bike Shop El Monte
- Cervantes Party Supply
- Cyber Yogurt
- Da Neng Meditation Center
- El Monte Museum
- Guera's Barbershop
- La Historia Historical Society Museum
- My Barber Shop
- Phuoc Suong
- Premier Janitorial Services LLC
- Real Beauty Salon
- Mariposa Cafe Bakery Panaderia
- Tyler's Barbershop
- Wilkie's Florist





93.3% of businesses surveyed indicated they would like to see the event return to this street at another point in the future.

- 86.7% of businesses surveyed on event day indicated they were familiar with the "Open Streets" concept.
- 46.7% stated they were actively participating in or interacting with the event (e.g., offering free samples on street; activated storefront)
- 13.3% of respondents indicated "Yes" they believe the event brings additional recognition to their products or services.
- 100% of businesses surveyed responded 'Yes' their community would benefit from "future transportation improvements, particularly those for riding a bike, walking, and/or using public transit."

Local businesses were also asked to rank on a scale of 1 to 5 (5 being the most positive and 1 being the least positive) what effect they believed the event has on their business and community.

- Impact on your business (average: **3.6**)
- Impact on your community (average: **4.4**)

Three businesses provided sales impact data, comparing sales on an average Saturday to event day: Premier Janitorial Services reported a 10% increase in sales, Bike Shop El Monte a 12.5% increase, and Cyber Yogurt a 152% increase in sales. To view additional response data, as well as copies of the surveying tools, please visit the Appendix.





Event Attendance

ActiveSGV evaluation staff conducted an estimate of event attendance via the use of photos. Staff based at the South El Monte and Downtown El Monte hubs took photographs of the event route from the same vantage point throughout the day. Photos were taken from one end of the hub they were stationed at, facing the open route, at three intervals (11am, 12pm, and 1pm).

Following the event all photographs were collected and analyzed. Numbers of participants counted along the route were then extrapolated for the entire 4 mile event route. Utilizing this basic methodology, it is estimated that 9,500 persons participated in the event over the course of 7 hours and 4 miles of streets.





The Future of Active Mobility in El Monte and South El Monte

The Cities of El Monte and South El Monte have made steady progress towards improving conditions for people walking, bicycling, and using other forms of "active" transportation over the past several years. Examples include crosswalk safety improvements around schools and some of the first dedicated bikeways in the central San Gabriel Valley (e.g., Class II bike lane on Tyler Avenue; Class IV on-street protected bikeway on Durfee Avenue).

Looking to the future, both cities are in the process of implementing additional sustainable streets projects. The City of South El Monte recently secured over \$4 million in competitive grant funding to add safety and green infrastructure improvements to Santa Anita Avenue. The City has also been working with the County of Los Angeles to realize an on-street protected bike/rollway on Rosemead Blvd through Whittier Narrows. In addition, South El Monte recently completed a design process to "green" Merced Avenue, a project that would include new street trees, storm water capture elements, and a protected bike/rollway.

Projects are also underway in El Monte, including but not limited to a Safe Routes to School education grant for the City's elementary and middle schools; an extension of the Tyler Avenue Bike Lanes; a traffic circle at "Little 5 Points"; and crosswalk improvements in the City's growing downtown.





Lessons Learned

SGV Streets-and-Treats was the third 626 Golden Streets ciclovía, and second for the cities of El Monte and South El Monte. And organizers gleaned a lot of valuable information from its production.

- **Highlights** included three distinct Activity Hubs (South El Monte Civic Center, Main Street, Jeff Seymour Family Center) with a nice variety of activities for all ages including Halloween character inflatables, utility box artwork, free e-bike rentals, carnival games, giant badminton, inflatable shade structures, a misting tent, and dozens of vendors with interesting activations for the public. The route also introduced many people to the Jeff Seymour Family Center and its new Bike Park.
- **Challenges** included agency staff turnover mid-project; last-minute traffic control and soft closure changes; hot weather and little shade along the event route; public confusion about the type of event based on banner and flyer design; and a lack of direct Metro rail access to the event route.
- **Areas of improvement** for future events include simplifying logistics (e.g., canopy sets for groups); designing hubs to allow setup to happen the day prior when possible; providing additional staffing and traffic control barricades at key intersections; making activity hubs smaller and limiting the use of stages that take hours to setup; situating hubs near food-serving businesses when possible; utilizing a clear picture of a car-free street to represent what Open Streets looks like on the event flyer/poster (especially in communities with more limited awareness of ciclovías); connecting with the right staff at major institutions like churches earlier in the planning process; and encouraging participating vendors/groups to help spread the word about the event via their channels.





Closing

The team at ActiveSGV would like to thank everyone who helped plan, promote, and participate in the first SGV Streets-and-Treats. This free, family-friendly ciclovía would not have been possible without the support of hundreds of people working together to create 4 miles of safe, car-free streets for people of all ages, backgrounds, and walks of life to enjoy.

We are incredibly grateful to have been able to work with the communities of El Monte and South El Monte in producing this open streets event, and are hopeful that *SGV Streets-and-Treats* was another step towards creating regular opportunities for local residents to recreate, socialize, and forge community connections in future San Gabriel Valley ciclovías, such as *Heart of the Foothills* on Sunday, April 19, 2020!!! Save-the-date!

#ActiveSGV also hopes this opportunity to connect and explore the beautifully diverse, vibrant, and unique San Gabriel Valley will inspire others to think big, reimagine what is possible, and work to transform local mobility to meet the challenges of the 21st century.

Until then, please stay in touch with us @ActiveSGV!



ACKNOWLEDGEMENTS

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San Gabriel Valley Council of Governments

- Katie Ward (Management Analyst)
- Marisa Creter (Executive Director)
- Caitlin Sims (Management Analyst)

California Conservation Corps

- Duane Wilson
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- Gilberto Salgado
- Jose Gochez Martinez

Southern California Assoc. of Governments

- Hannah Brunelle (Senior Planner)



Volunteer Groups

- Arroyo HS Key Club
- Arroyo HS LEO Club
- Boys and Girls Club of the West San Gabriel Valley
- California Conservation Corps
- Circle K International
- El Monte HS Girls Soccer
- El Monte HS Key Club
- Gabrielino Key Club
- Mountain View HS Key Club
- Pasadena Complete Streets Coalition
- Rosemead CSF
- San Gabriel HS Karebear
- San Gabriel HS NHS
- Starbucks (El Monte)
- Starbucks (Alhambra)

Go Human Demo

- Jenny Yu, KOA Corp
- Roger Pelayo, KOA Corp
- Leslie Scott Consulting
- Jim Shanman, Walk and Rollers

Event Photographers

- Serena Liu
- Tim Hans
- Eric Jung
- Otto Sayes
- Ernest Lee
- Andy Rodriguez

Amazing Friends of #GabeTheSasquatch

- Dan Sipple, 626 Event Logos and Design, Dan Sipple Illustration
- Brett Thomas, Metro Open Streets Program
- John Jones III, East Side Riders Bike Club
- Alexander Montegue Watts



VIDEOS/PRESS

01 Event Recap (video)
tinyurl.com/vqrkkku

02 Streetsblog LA
tinyurl.com/vogv6aw

03 San Gabriel Valley Tribune
tinyurl.com/varbeh8



626 Golden Streets – SGV Streets & Treats – Open Thread

By Joe Linton | Oct 28, 2019 | 3 COMMENTS



LOCAL NEWS

Celebrate the 'Streets and Treats' of the 626 in South El Monte on Saturday



Ride, walk and skate 'SGV Streets and Treats' this Saturday in El Monte. (Photo from www.626goldenstreets.com)

By TYLER SHAUN EVAINS | tovains@scng.com | San Gabriel Valley Tribune



07

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APPENDIX



Participant Survey Tool (front)



626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets! We appreciate your time completing this survey.

1. Are you participating in the event today? YES NO
2. Is this your first time participating in an Open Streets event? YES NO
3. If no, where have you participated previously?

4. Not including today, have you ever participated in an Open Streets event similar to this, or CicLAvia, in the past? YES NO
5. How long are you staying at the Open Streets event today?
 - a. Less than 30 minutes
 - b. 30 to less than 60 minutes
 - c. Between 1 and 2 hours
 - d. Between 2 and 3 hours
 - e. More than 3 hours
6. Do you perceive this Open Streets event as improving this neighborhood/community?
 YES NO DON'T KNOW
7. How did you arrive at today's event?
 - a. Automobile
 - b. Bike
 - c. Walk
 - d. Other wheeled device
 - e. Transit (Rail)
 - f. Transit (Bus)
8. If you used Metro for transportation to this event, how did you access Metro today?
 - a. Automobile
 - b. Bike
 - c. Walk
 - d. Other wheeled device
9. Do you ever ride Metro? (i.e. rail, bus)
 - a. Never
 - b. Less than once a month
 - c. Several times a month
 - d. Several times a week
 - e. Daily
10. After today's event, your use of transit is likely to:
 Increase Stay the same Decrease Don't know
11. After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
12. After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
13. Would you like to see this event in your neighborhood? YES NO
14. If yes, how often?
 Yearly 2-5 times/year 6-10 times/year Monthly Weekly
15. Did you (or do you plan to) buy any food or drinks along the event route? YES NO



Participant Survey Tool (back)



626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets! We appreciate your time completing this survey.

16. Did you (or do you plan to) shop at any local businesses along the event route? YES NO

17. How did you hear about 626 Golden Streets? (Circle all that apply)

- | | |
|---|---|
| a. Flyer | i. Facebook |
| b. Poster | j. Instagram |
| c. Yard Sign | k. Twitter |
| d. Street Banner | l. Email from ActiveSGV or 626 List |
| e. Radio | m. City communication (email, notice) |
| f. Movie Theater Preview | n. Roadway message board |
| g. From a friend/family member/coworker | o. I didn't hear about it. Happened across it |
| h. From a community organization | p. Other _____ |

18. What are the main reasons you came to 626 Golden Streets? (Circle all that apply)

- | | |
|--|--------------------------|
| a. Exercise | g. It sounded like fun |
| b. Explore the neighborhood | h. I just came across it |
| c. Socialize with friends | i. To support the event |
| d. Get out of the house | j. Other _____ |
| e. Visit a store or restaurant | |
| f. Ride my bike or walk without worrying about traffic | |

19. Was this your first time visiting any of the following communities? (select all that apply)

- a. South El Monte b. El Monte

20. Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (circle one):

- Very Supportive Somewhat Supportive Neutral Somewhat Unsupportive Very Unsupportive

21. Which one of the following best describes you?

- | | |
|-------------------------------------|---------------------------------|
| a. American Indian or Alaska Native | e. White Non-Hispanic |
| b. Asian or Pacific Islander | f. Multiracial |
| c. Black or African American | g. Other (please specify) _____ |
| d. Latino/a | |

22. Zip Code: _____ 24. Age: _____ 25. Gender: _____

26. May we follow up with you after today to ask a few questions about your experience at the open streets event? If yes, please provide contact info below. YES NO

27. Would you like to be added to the 626 Golden Streets event notification list? If yes, please provide contact info below. YES NO

28. Name: _____



Business Owner Interview Tool – Event Day (front)



626 Golden Streets Business Owner **Event Day** Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.

Business name:

Describe business:

1. Are you familiar with the open streets event today?

- YES
- NO

a. *If yes, what do you understand the event to be?*

2. Is your business participating in and/or interacting with the open streets event today?

- YES
- NO

a. *If yes, and if held previously in the community:* Is this your first time participating in an open street event?

b. *If yes, in what way will your business participate and/or interact with today's event?*

3. Does your business do any type of marketing or advertising?

- YES
- NO

a. *If yes, What type of advertising do you do?*

b. Do you believe this event may bring better recognition to the products or services your business offers?

4. Have you noticed any changes in your customer volume and/or demographics today?

5. What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)



Business Owner Interview Tool – Event Day (back)



626 Golden Streets Business Owner **Event Day** Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

6. What effect do you believe today's event has on your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

7. Would you like to see this event return to this street at another point in the future?

YES (if yes, go to a.)

NO (if no, go to b.)

a. **If yes:** How often would you like to see this event happen? _____

b. **If no:** Would you recommend this event to happen on a different street in this neighborhood? _____

8. In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community?

(please share why or why not)

YES

NO

I don't know

9. Do you believe that by experiencing today's event your business may support transportation improvements in the future? *(please share why or why not)*

YES

NO

I don't know

10. Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?

YES

NO

I don't know

11. Can I come back after the event and ask you some follow-up questions? If yes, when would be a good time?

- **Business Address:**
- **Business Rep Contact Info:**

12. Do you have any other thoughts to add about this event?



Business Owner Interview Tool – Post Event (front)



626 Golden Streets Business Owner Economic Benefit Post-Event Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.

Business name:

Describe business:

1. Are you familiar with the open streets event?

- YES (if yes, go to a.)
- NO

a. *What do you understand the event to be?*

2. Did your business participate and/or interact in the open streets event?

- YES (if yes, go to a.)
- NO

a. *If yes, how did your business participate and/or interact with the event?*

3. Did the open streets event bring new or more patrons to you?

4. How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

5. How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)



Business Owner Interview Tool – Post Event (back)



626 Golden Streets Business Owner Economic Benefit Post-Event Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

6. Did your business experience any change in sales volume during the event?

- YES
- NO

- a. Are you willing to share sales volume information from the event as compared to a non-event Sunday?

7. How often would you like to see this event return to this street and/or this neighborhood?

- a. Never
- b. Once a year
- c. Once every other year
- d. More than once a year

8. Do you have any other thoughts to add about this event?

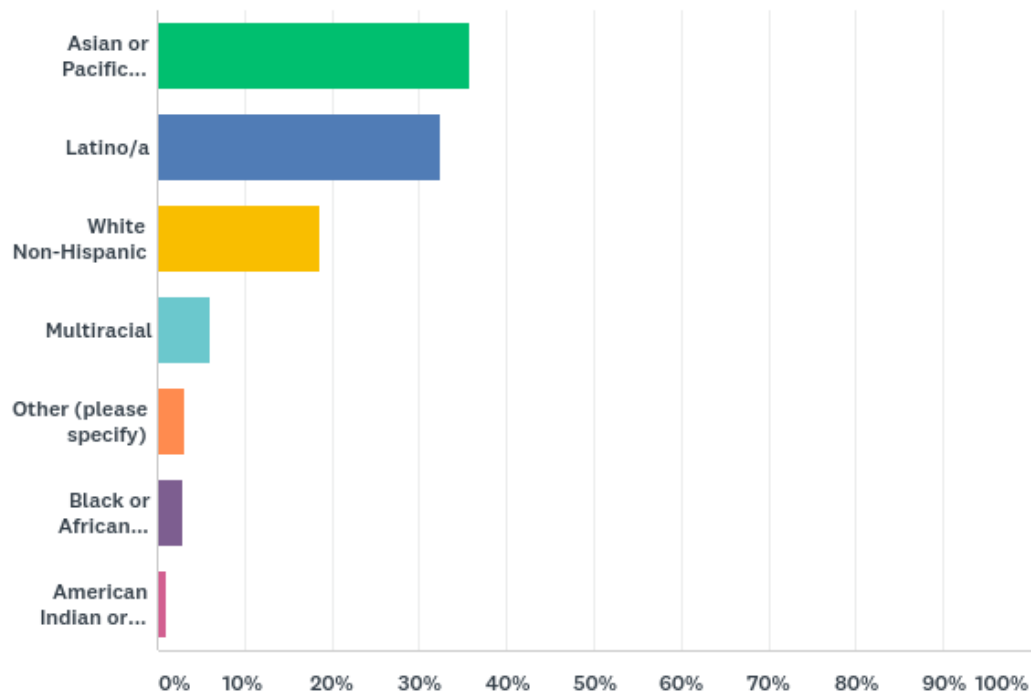


Participant Survey Results

Who completed surveys during 626 Golden Streets?

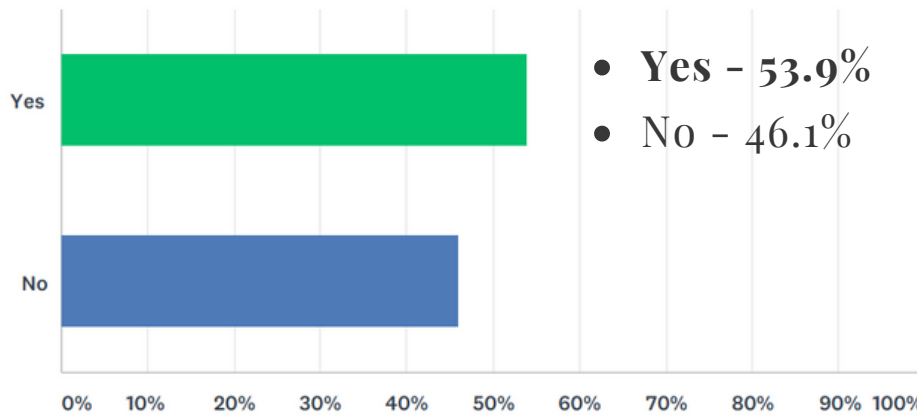
ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	1.04%	2
Asian or Pacific Islander	30.21%	58
Black or African American	2.08%	4
Latino/a	48.96%	94
White Non-Hispanic	12.50%	24
Multiracial	3.65%	7
Other (please specify)	1.56%	3
TOTAL		192

Q21 Which one of the following best describes you?



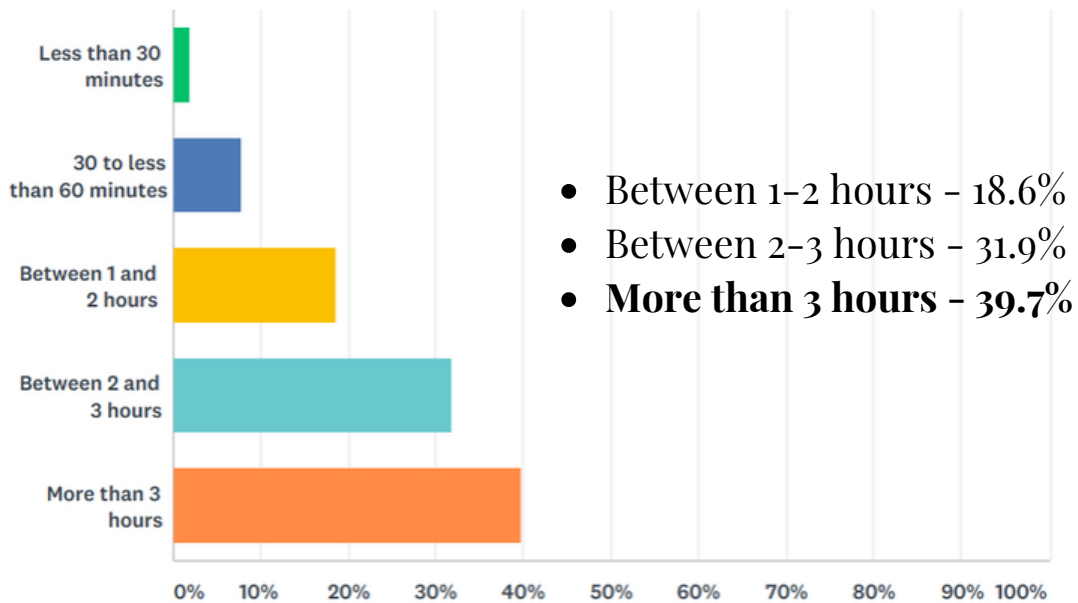
Q2 Is this your first time participating in an Open Streets event?

Answered: 206 Skipped: 2



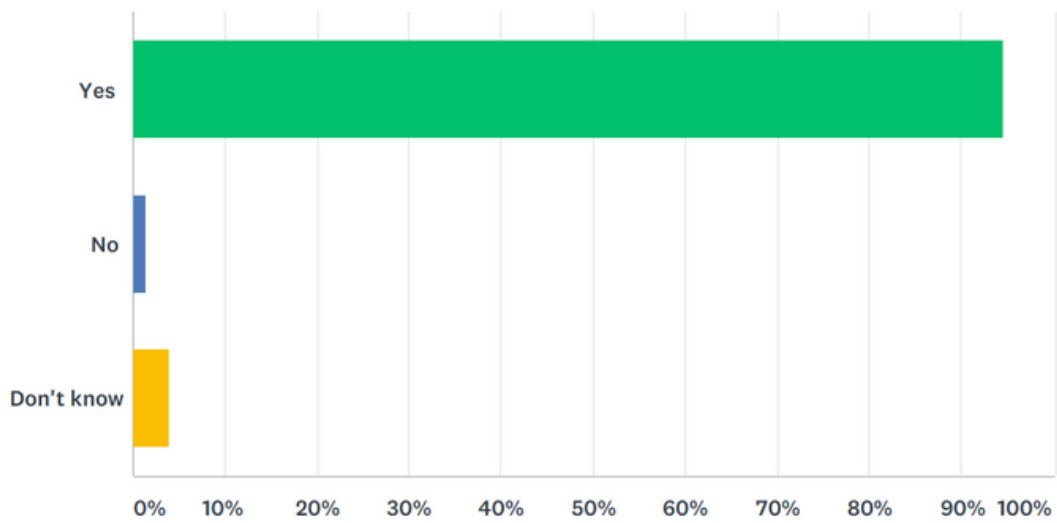
Q5 How long are you staying at the Open Streets event today?

Answered: 204 Skipped: 4



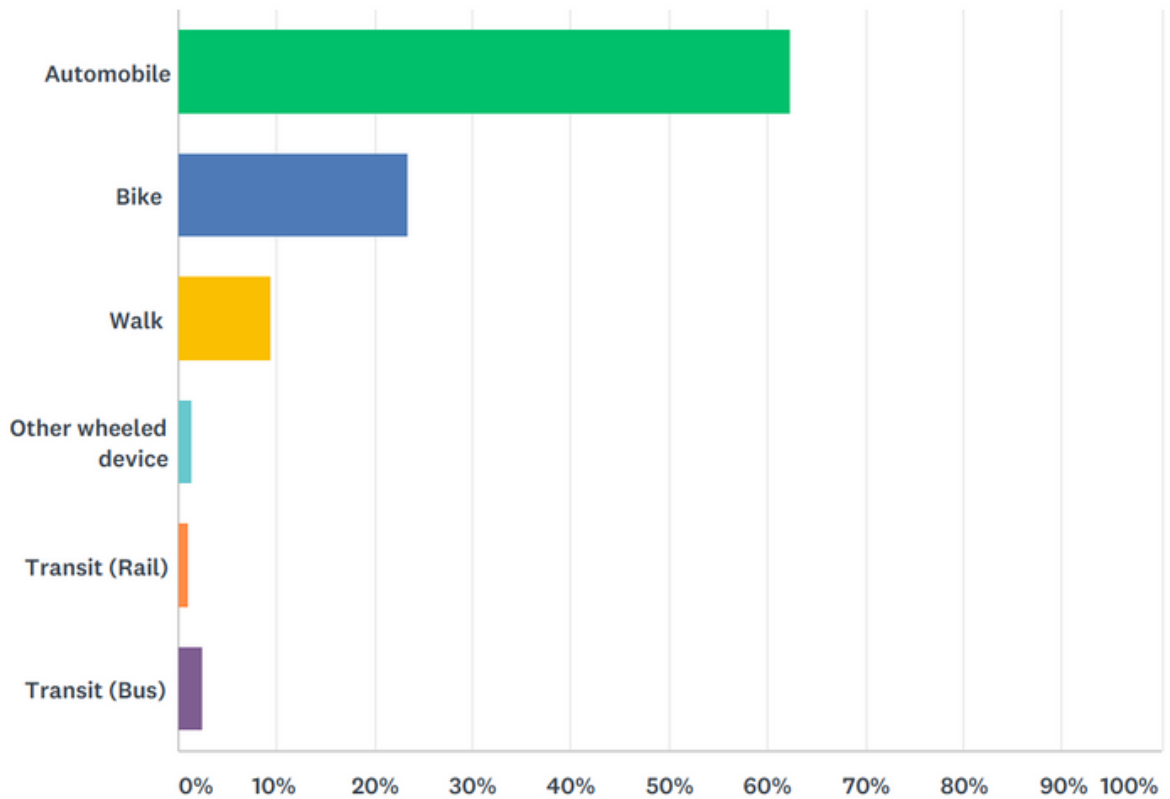
Q6 Do you perceive this Open Streets event as improving this neighborhood/community?

Answered: 205 Skipped: 3



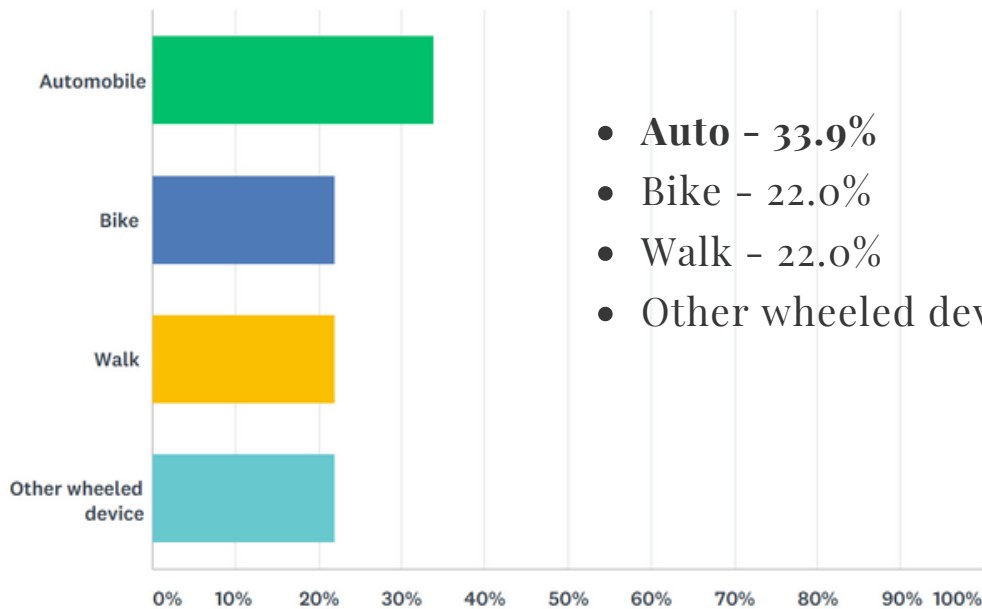
Q7 How did you arrive at today's event?

Answered: 204 Skipped: 4



Q8 If you used Metro for transportation to this event, how did you access Metro today?

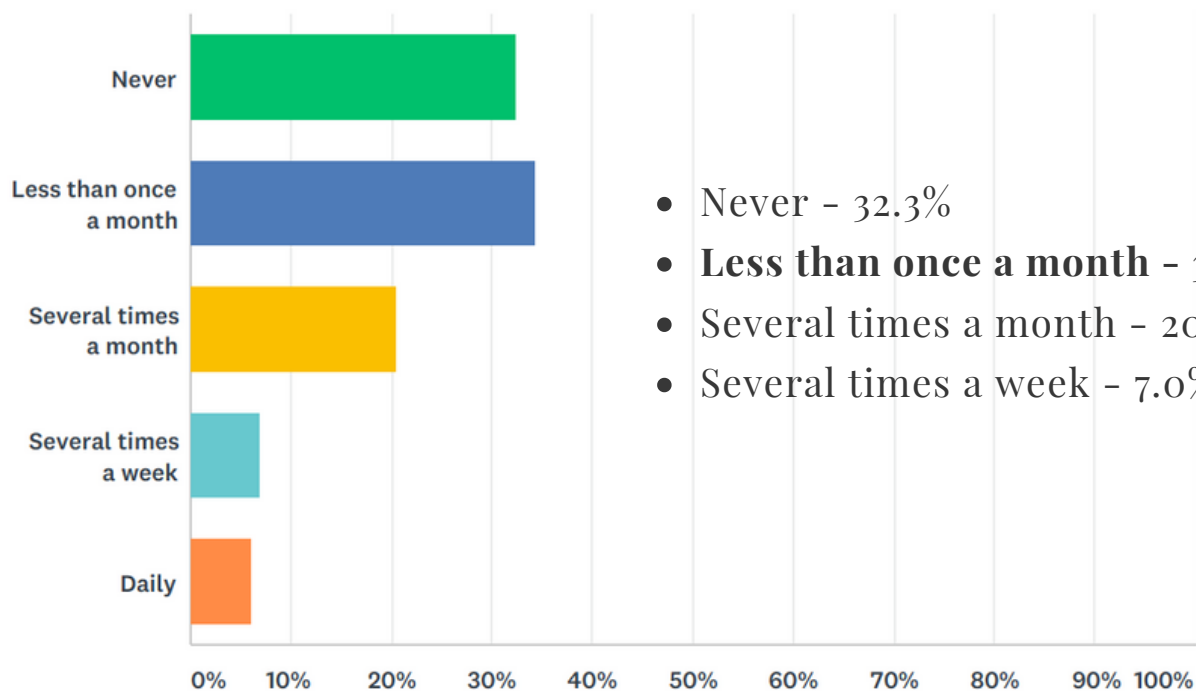
Answered: 59 Skipped: 149



- **Auto** - 33.9%
- **Bike** - 22.0%
- **Walk** - 22.0%
- **Other wheeled device** - 22.0%

Q9 Do you ever ride Metro? (i.e. rail, bus)

Answered: 201 Skipped: 7

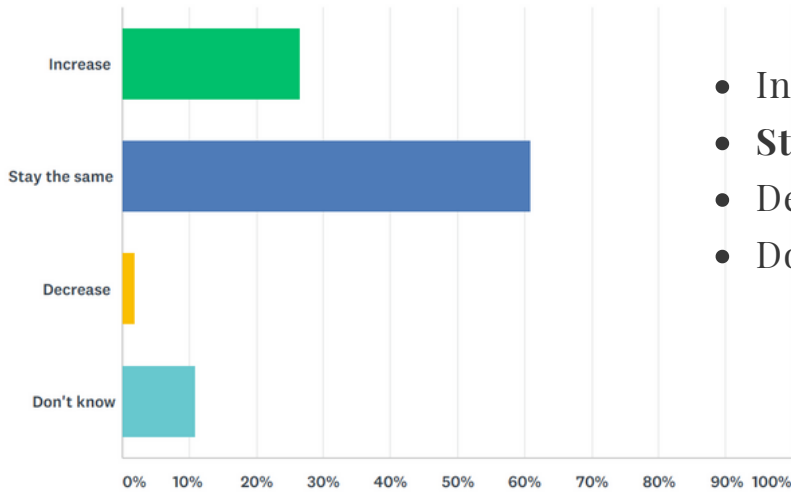


- **Never** - 32.3%
- **Less than once a month** - 34.3%
- **Several times a month** - 20.4%
- **Several times a week** - 7.0%



Q10 After today's event, your use of transit is likely to:

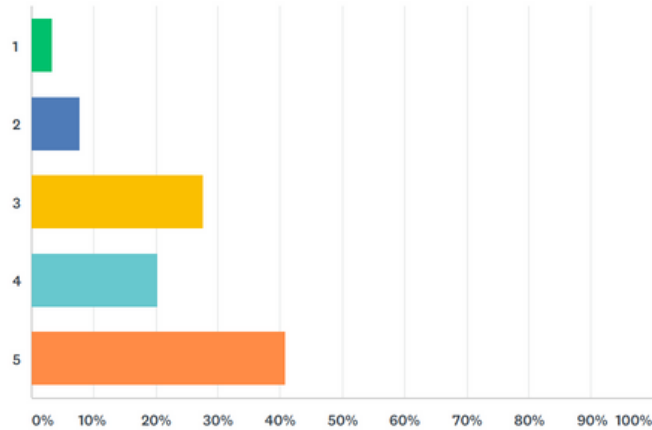
Answered: 204 Skipped: 4



- Increase - 26.5%
- **Stay the same - 60.8%**
- Decrease - 2.0%
- Don't know - 10.9%

Q11 After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

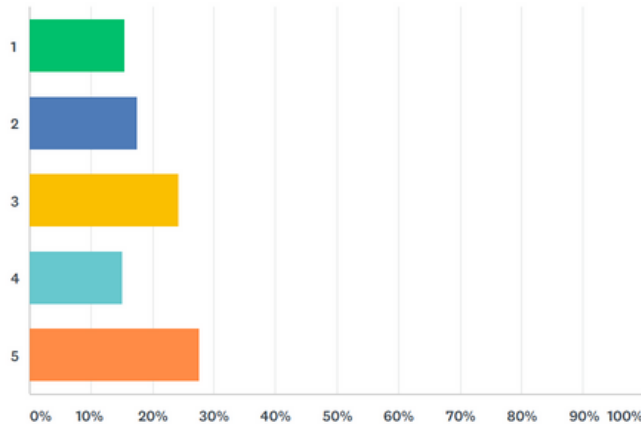
Answered: 206 Skipped: 2



- 1 - 3.4%
- 2 - 7.8%
- 3 - 27.7%
- 4 - 20.4%
- **5 - 40.8%**

Q12 After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

Answered: 206 Skipped: 2

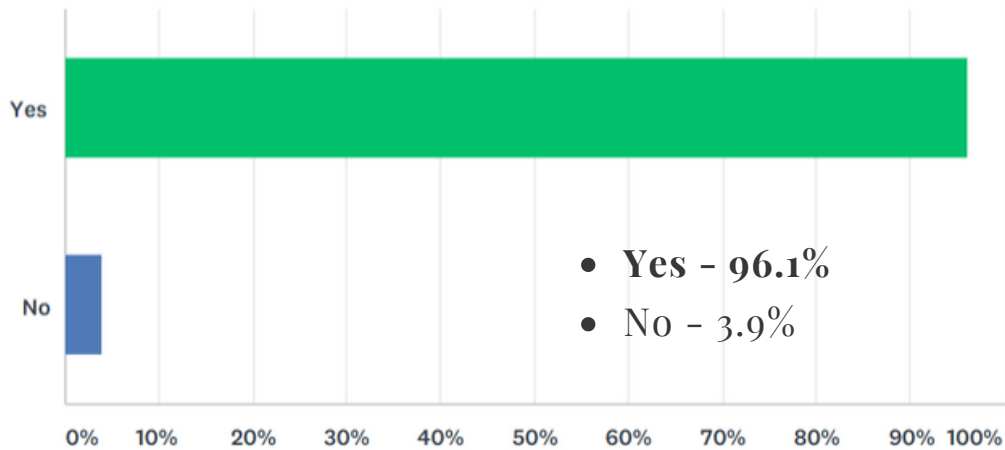


- 1 - 15.5%
- 2 - 17.5%
- 3 - 24.3%
- 4 - 15.1%
- **5 - 27.7%**



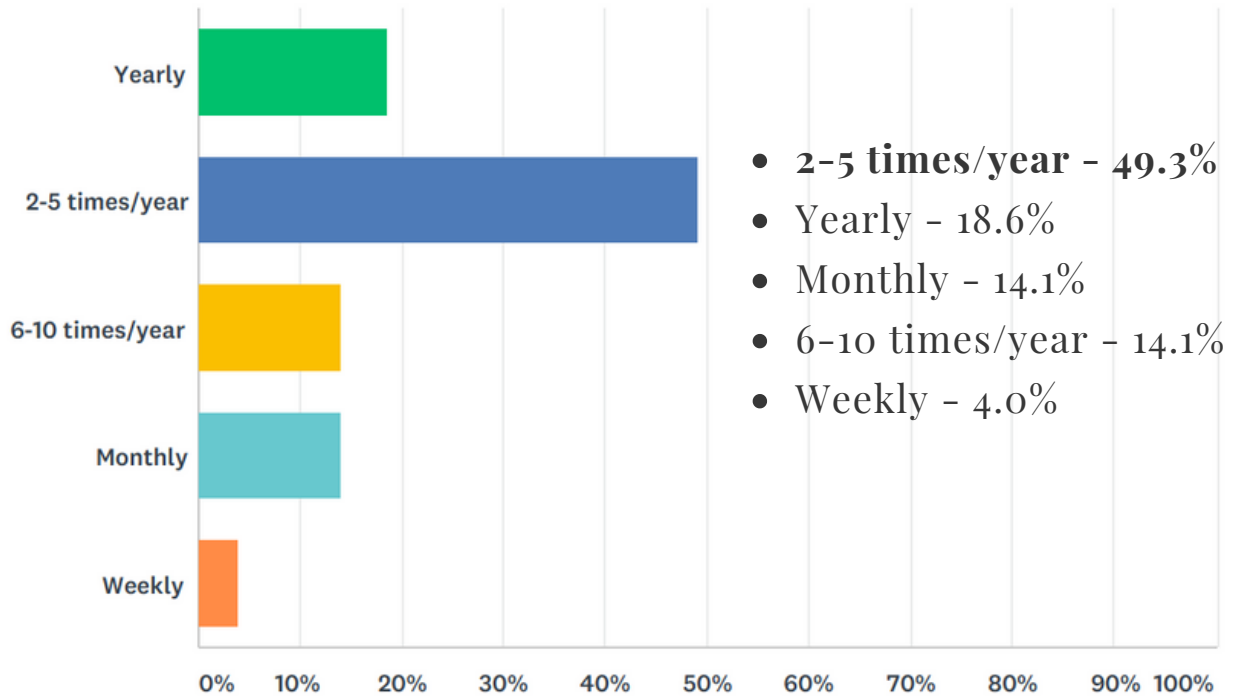
Q13 Would you like to see this event in your neighborhood?

Answered: 205 Skipped: 3



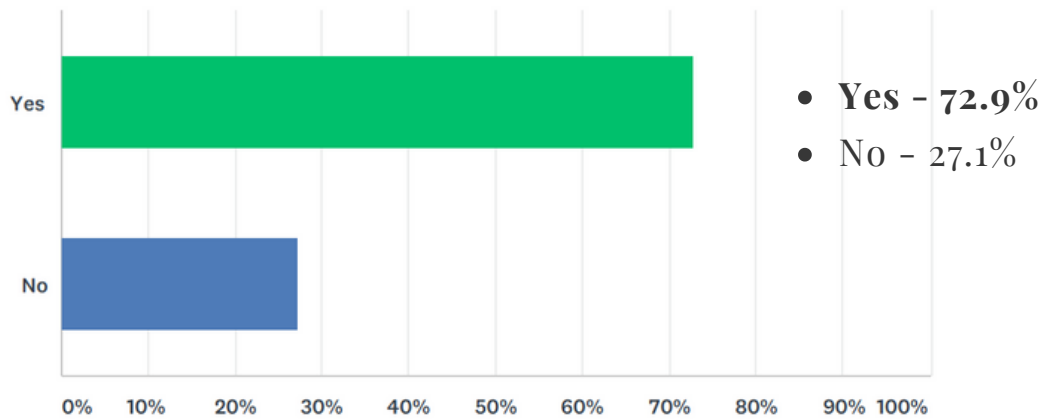
Q14 If yes, how often?

Answered: 199 Skipped: 9



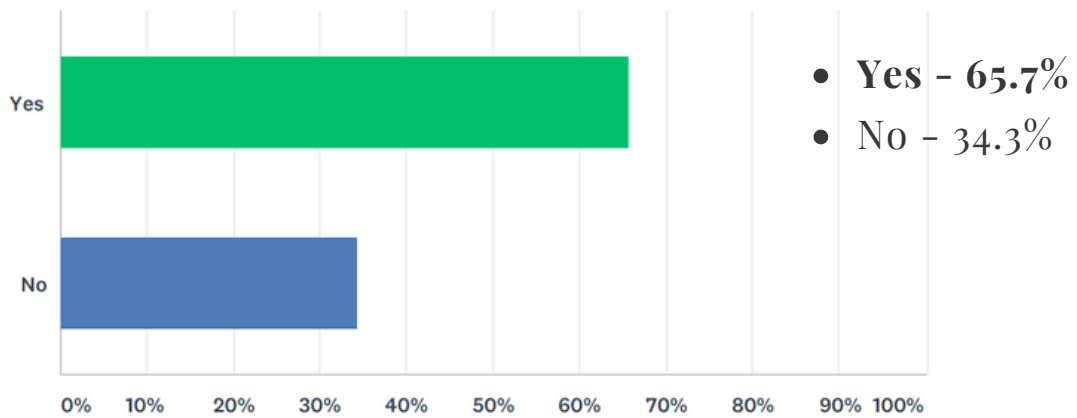
Q15 Did you (or do you plan to) buy any food or drinks along the event route?

Answered: 203 Skipped: 5



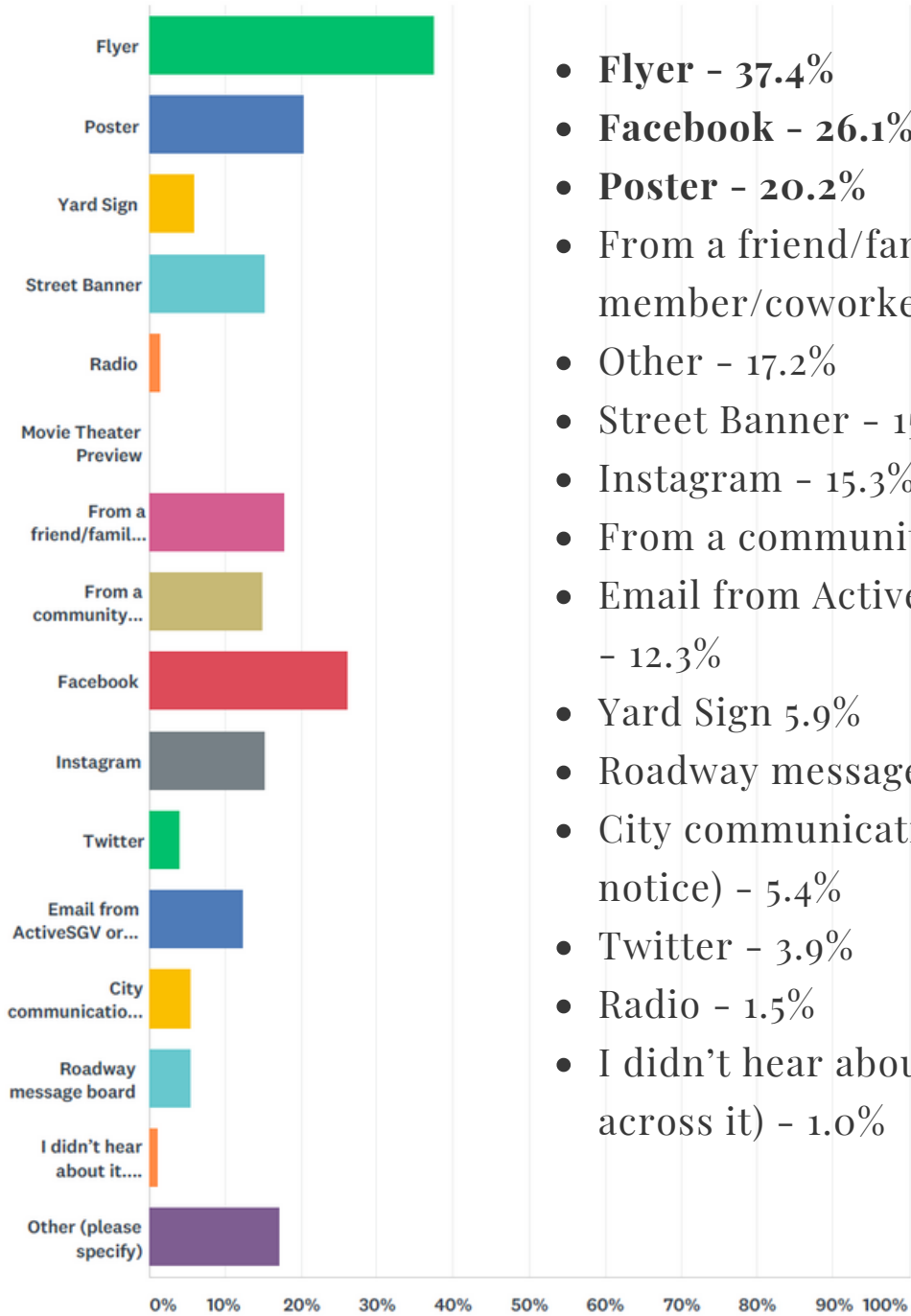
Q16 Did you (or do you plan to) shop at any local businesses along the event route?

Answered: 201 Skipped: 7



Q17 How did you hear about 626 Golden Streets? (Circle all that apply)

Answered: 203 Skipped: 5

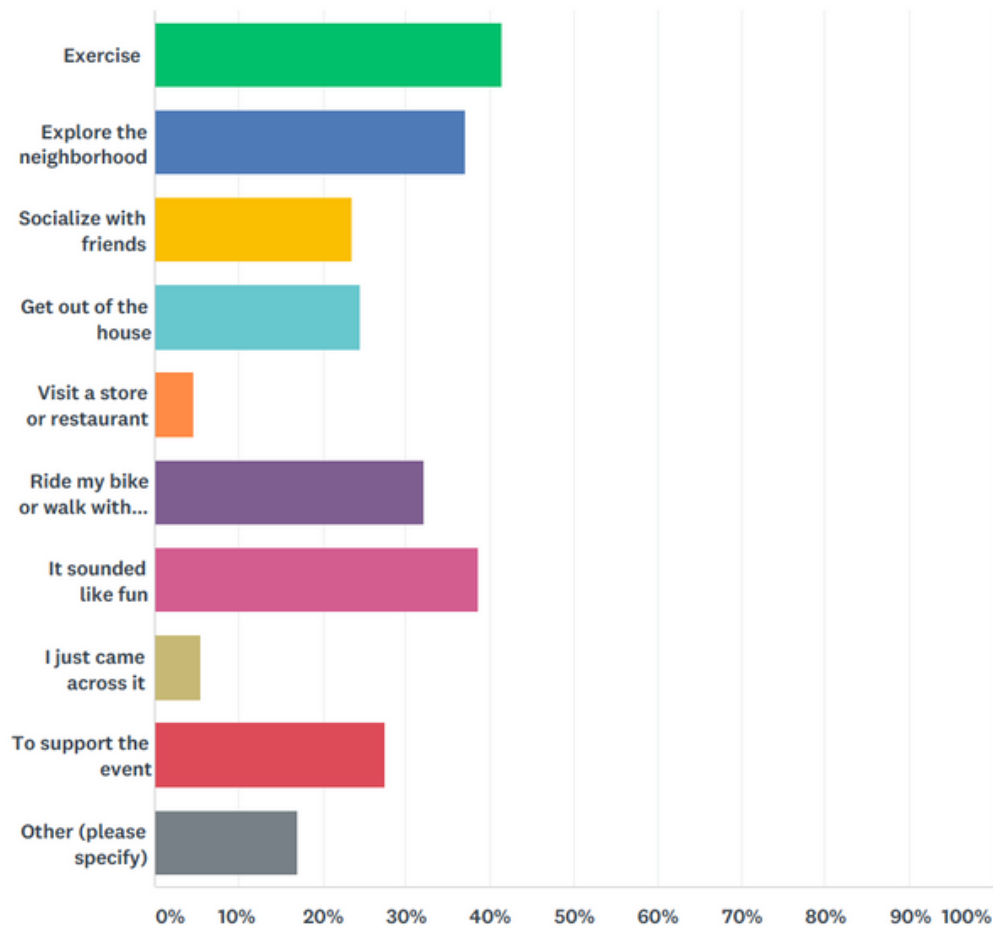


- **Flyer - 37.4%**
- **Facebook - 26.1%**
- **Poster - 20.2%**
- From a friend/family member/coworker - 17.7%
- Other - 17.2%
- Street Banner - 15.3%
- Instagram - 15.3%
- From a community org - 14.8%
- Email from ActiveSGV or 626 List - 12.3%
- Yard Sign 5.9%
- Roadway message board - 5.4%
- City communication (email, notice) - 5.4%
- Twitter - 3.9%
- Radio - 1.5%
- I didn't hear about it (happened across it) - 1.0%



Q18 What are the main reasons you came to 626 Golden Streets? (Circle all that apply)

Answered: 200 Skipped: 8

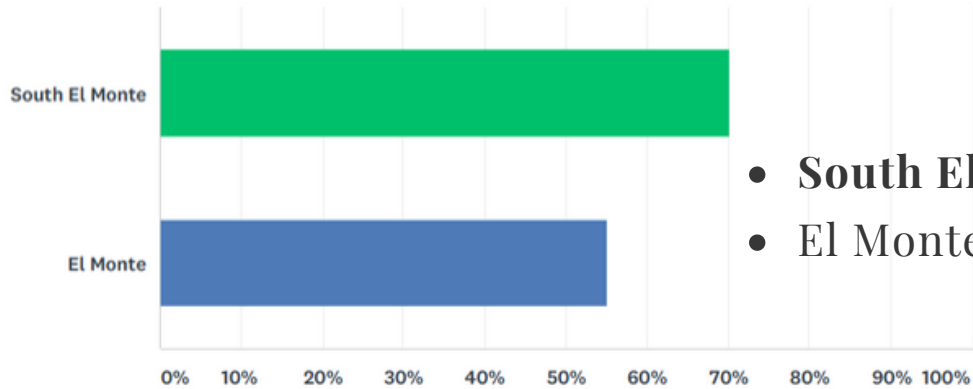


- **Exercise - 41.5%**
- **It sounded like fun - 38.5%**
- **Explore the neighborhood - 37.0%**
- **Ride my bike or walk without worrying about traffic - 32.0%**
- **To support the event - 27.5%**
- **Get out of the house - 24.5%**
- **Socialize with friends - 23.5%**
- **Other (please specify) - 17.0%**
- **I just came across it - 5.5%**
- **Visit a store or restaurant - 4.5%**



Q19 Was this your first time visiting any of the following communities?
(select all that apply)

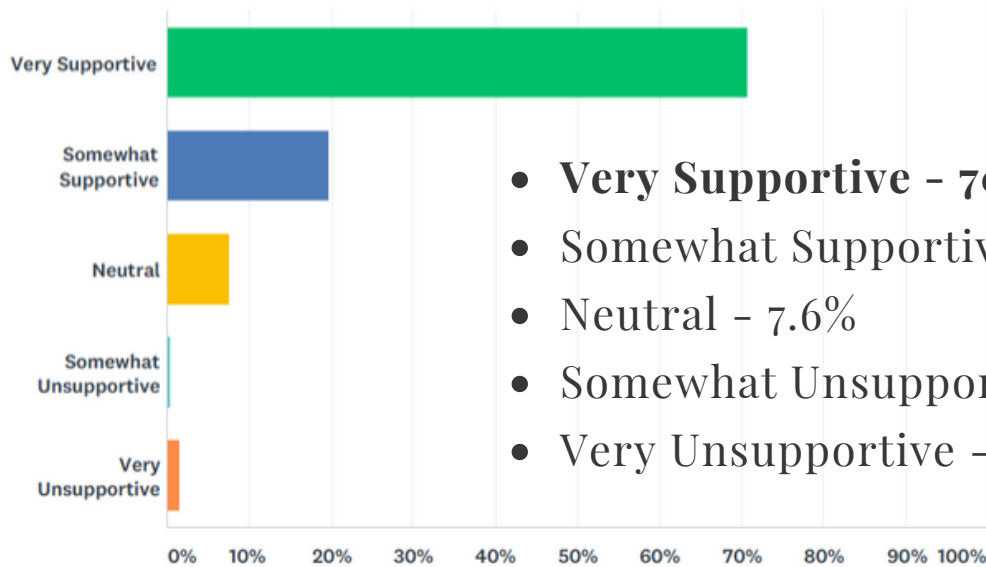
Answered: 60 Skipped: 148



- **South El Monte - 70.0%**
- **El Monte - 55.0%**

Q20 Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (circle one):

Answered: 198 Skipped: 10



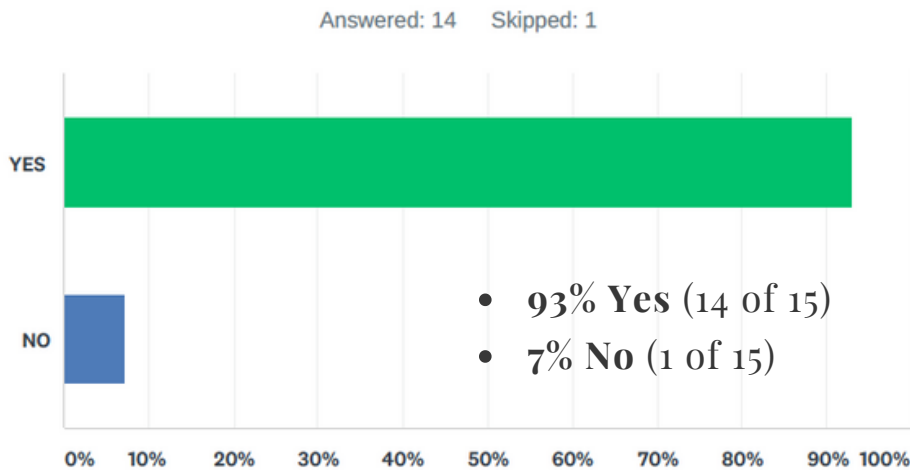
- **Very Supportive - 70.7%**
- **Somewhat Supportive - 19.7%**
- **Neutral - 7.6%**
- **Somewhat Unsupportive - 0.5%**
- **Very Unsupportive - 1.5%**



Business Interview (Event Day)

- Sample size - 15
- Conducted in person by ActiveSGV staff in each participating City
- Completed on 10/26/19 (1-3pm)
 - **Ace Liquor**
 - **Bike Shop El Monte**
 - **Cervantes Party Supply**
 - **Cyber Yogurt**
 - **Da Neng Meditation Center**
 - **El Monte Museum**
 - **Guera's Barbershop**
 - **La Historia Society Museum**
 - **My Barber Shop**
 - **Phuoc Suong**
 - **Premier Janitorial Services LLC**
 - **Real Beauty Salon**
 - **Mariposa Cafe Bakery Panaderia**
 - **Tyler's Barbershop**
 - **Wilkie's Florist**

Q3 Are you familiar with the open streets event today?



Q4 If Yes, what do you understand the event to be?

- Event flyer indicated Tyler closure but not surrounding streets.
- Event for the kids
- Free to the community
- Closed streets, biking
- An event to connect the community; bikes, skateboards, rollerblades etc.
- Open streets for bikes, skate, and running. Free of cars.

Q5 Is your business participating in and/or interacting with the open streets event today?

- **46.7% Yes (7 of 15)**
- **53.3% No (8 of 15)**



Q6 If yes, and if held previously in the community: Is this your first time participating in an open street event?

- Yes (2 of 15)
- N/A (13 of 15)

Q7 If yes, in what way will your business participate and/or interact with today's event??

- Offering discount pricing fixing bikes during event.
- Maybe will put decorations
- Wanted to give out bottles of water.
- Offering water & hospitality
- Host a hub of our location

Q8 Does your business do any type of marketing or advertising?

- **66.7% Yes** (10 of 15)
- **33.3% No** (5 of 15)

Q9 If yes, What type of advertising do you do?

- Costumes, party supplies
- Asian Radio, Flyer, TV, Newspapers, New Year, Holidays, Memorial days.
- Electronic, Yelp, Google, Instagram, and business cards. Facebook page, scholarships, calendar, holiday fundraising.
- business cards
- Put new yellow signs in front of entrance
- Social Media

Q10 Do you believe this event may bring better recognition to the products or services your business offers?

- **13.3% Yes** (2 of 15)
- **86.7% No** (13 of 15)

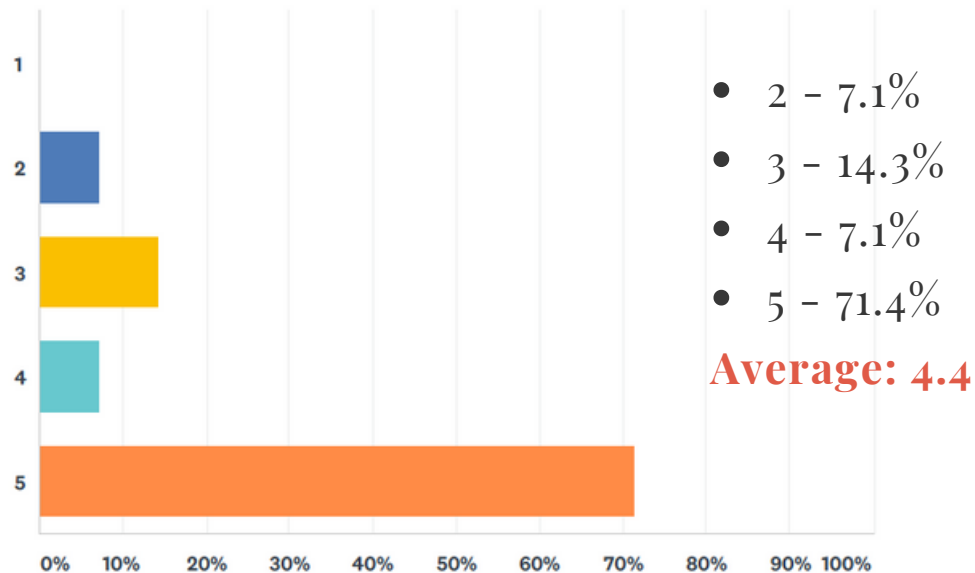


Q11 Have you noticed any changes in your customer volume and/or demographics today?

- Business is low people not coming in today
- Yes surrounding clients cancelled, not able to park.
- N/A
- A little less visitors
- N/A
- Yes
- Yes more visitors
- N/A
- Yes, a lot more visitors compared to other Saturdays. Opened later b/c of event, but was able to meet new potential clients.
- Yes- more people.
- Slow, but it's fine. It's for a community cause.
- YES!! (more customers)

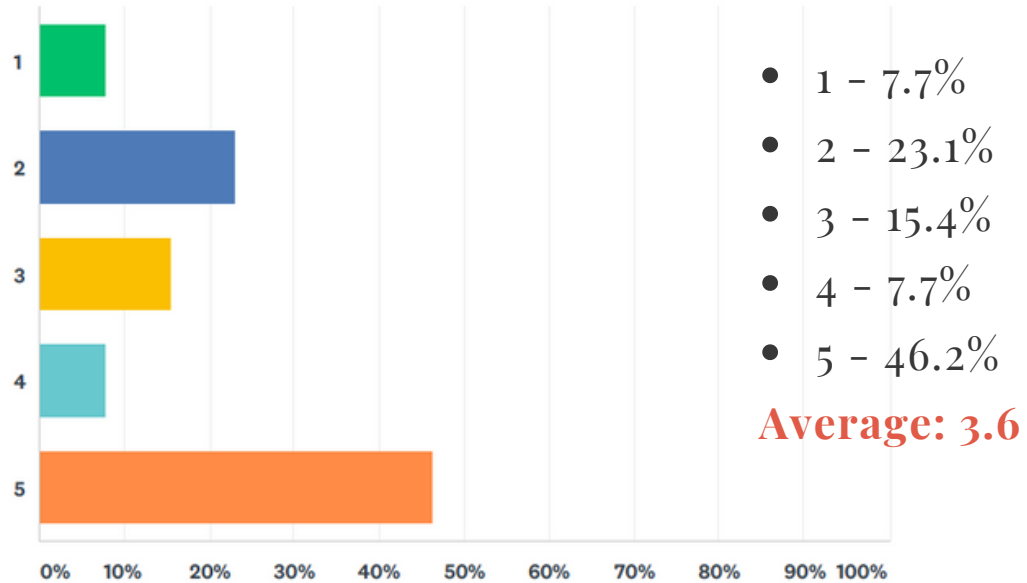
Q12 What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 14 Skipped: 1



**Q13 What effect do you believe today's event has on your business?
Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

Answered: 13 Skipped: 2



Q14 Would you like to see this event return to this street at another point in the future?

- 93.3% Yes (14 of 15)
- 6.7% No (1 of 15)

Q15 If yes: How often would you like to see this event happen?

- Once or twice
- 3x year
- weekly
- Every 3 months
- 1-2 per year

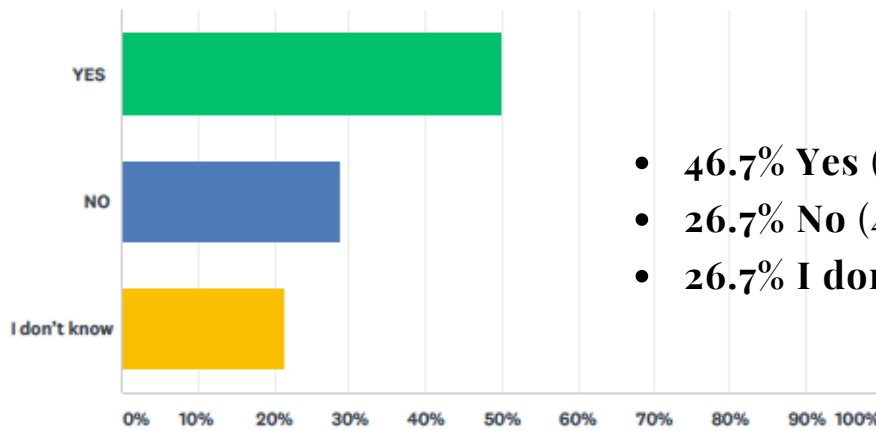
Q16 If no: Would you recommend this event to happen on a different street in this neighborhood?

- n/a



Q17 In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community?

Answered: 14 Skipped: 1



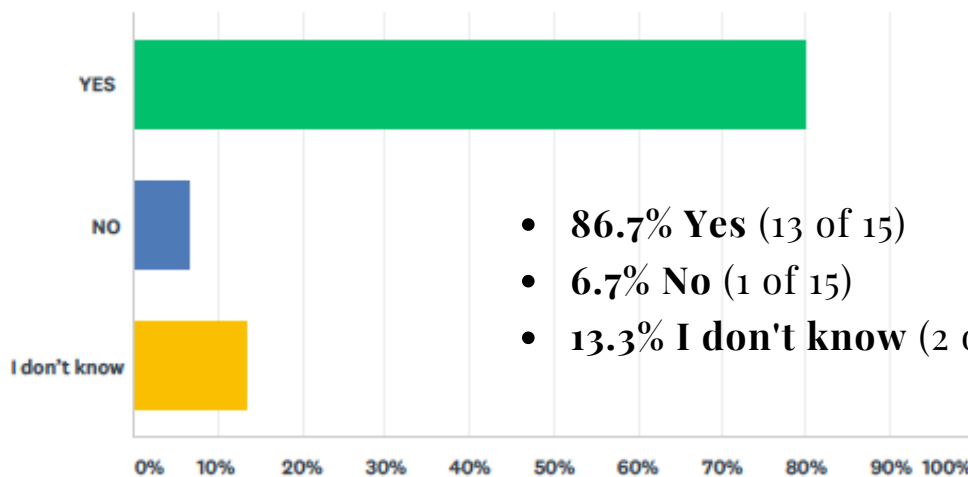
- **46.7% Yes** (7 of 15)
- **26.7% No** (4 of 15)
- **26.7% I don't know** (4 of 15)

Q18 Please share why or why not.

- More bike lanes needed

Q19 Do you believe that by experiencing today's event your business may support transportation improvements in the future?

Answered: 15 Skipped: 0

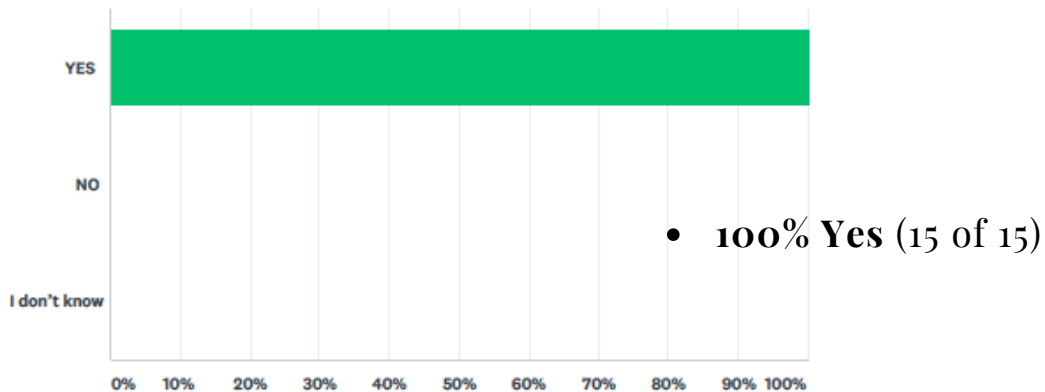


- **86.7% Yes** (13 of 15)
- **6.7% No** (1 of 15)
- **13.3% I don't know** (2 of 15)



Q21 Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?

Answered: 15 Skipped: 0



Q22 Do you have any other thoughts to add about this event?

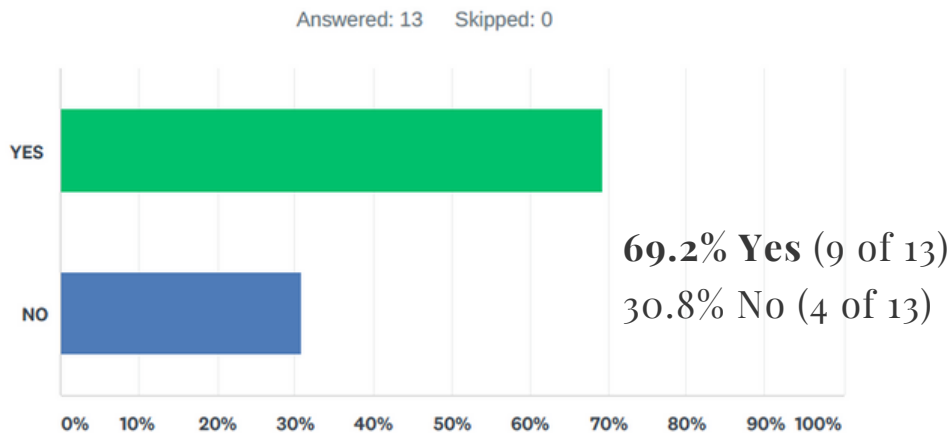
- No
- Block all streets
- I like the event but feel like closures in surrounding streets were too extensive, and I was not notified of all closures so not able to inform clients.
- Would have been interested in participating but was not informed that was an option. More opportunity for businesses to participate. Bigger publicity (street banners). Active SGV came to drop off flyers but did not share info.
- We didn't know we could participate were not informed, we usually come out and participate for children's parade.
- Offer shuttle service for businesses that are for the customers.
- Active SGV could potentially help with bike racks/valet with busy new year events.
- Events encourage communication among neighbors.
- I like the event. I think slowing people down is good to invite them to visit business. Event is not really disruptive to me b/c most rental inventory is off-site.
- Cool event, come get a haircut.
- Great job to everyone from Active SGV. It was well organized.



Business Interview (Post Event)

- Sample size - 13
- Conducted in person by ActiveSGV staff two weeks post event
- Focused on 15 businesses who participated in event day interviews
- 2 businesses (La Historia Society Museum and Da Neng Meditation Center) did not complete a second interview due to owner or staff not being present after repeated visits
- Participating businesses listed below
 - **Ace Liquor**
 - **Bike Shop El Monte**
 - **Cervantes Party Supply**
 - **Cyber Yogurt**
 - **El Monte Museum**
 - **Guera's Barbershop**
 - **My Barber Shop**
 - **Phuoc Suong**
 - **Premier Janitorial Services LLC**
 - **Real Beauty Salon**
 - **Mariposa Cafe Bakery Panaderia**
 - **Tyler's Barbershop**
 - **Wilkie's Florist**

Q3 Are you familiar with the open streets event?



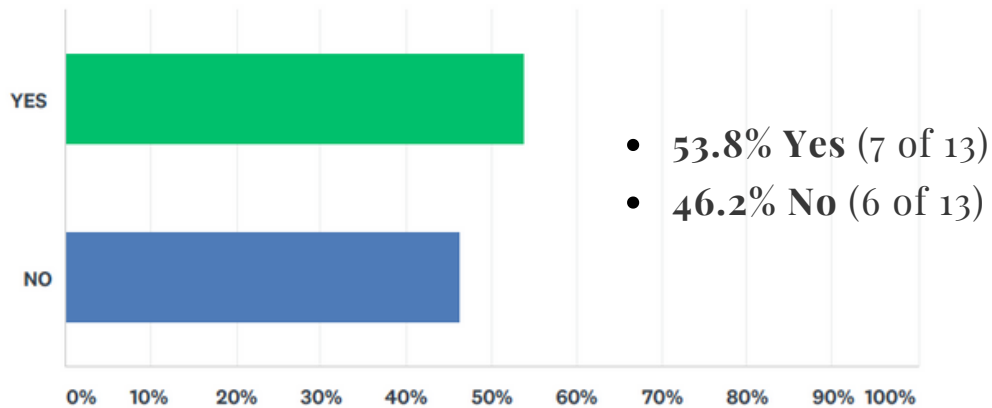
Q4 If Yes, what do you understand the event to be?

- To go out with the family and exercise
- Was to encourage community to be more active, engage community in social events, encourage less driving.
- Block off streets in order to walk, bike, skate, etc.
- We thought that it did affect our business because we usually expect the children's parade and we prepared for that. And our costumers couldn't pick up their cakes and pastries.
- Be active with the community, friendly event.
- Metro did it
- Family day
- Promote activity and exercise
- To promote health



Q5 Did your business participate and/or interact in the open streets event?

Answered: 13 Skipped: 0



Q6 If yes, how did your business participate and/or interact with the event?

- Our store was open and people would come in for service
- Hosted band, set-up tent with table and gave away samples. Brought high school club to give out free samples and face painter.
- We were not going to originally participate but city of El Monte requested that we open
- Passed out water
- Yes, had it open during regular hours.
- A little bit, we were selling costumes.
- A little bit, we put up a tent. Gave out water and capri sun

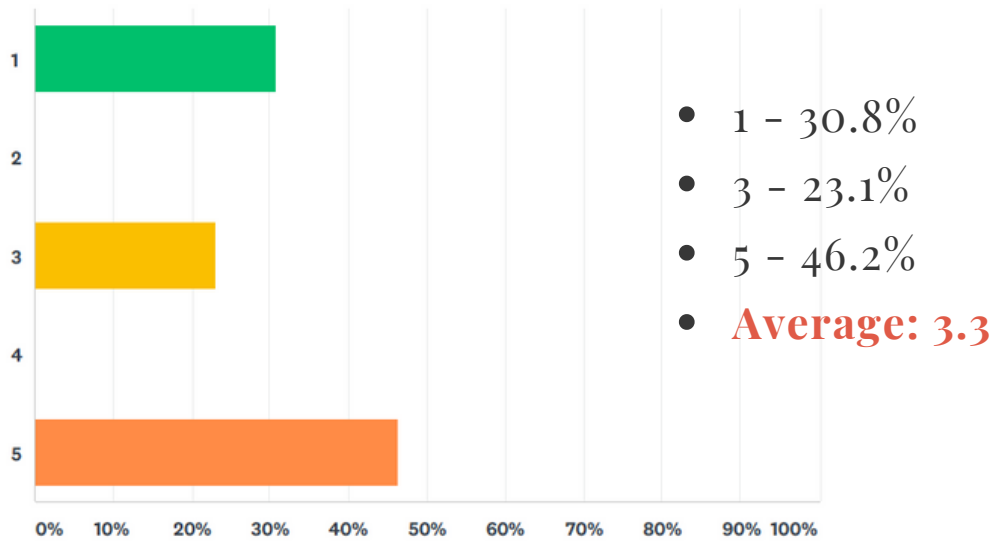
Q7 Did the open streets event bring new or more patrons to you?

- 46.2% Yes (6 of 13)
- 53.8% No (7 of 13)



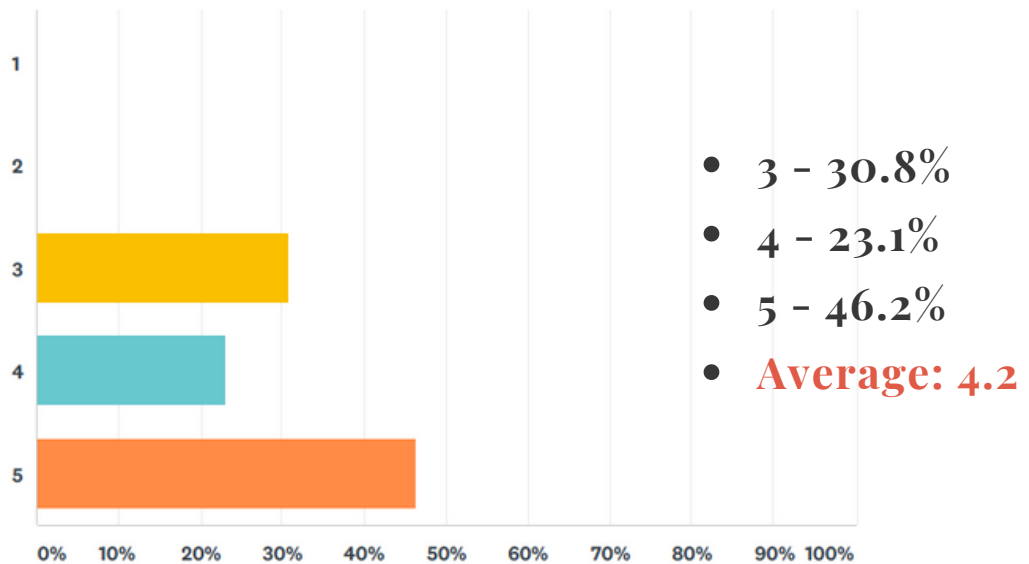
Q8 How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 13 Skipped: 0



Q9 How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 13 Skipped: 0



Q10 Did your business experience any change in sales volume during the event?

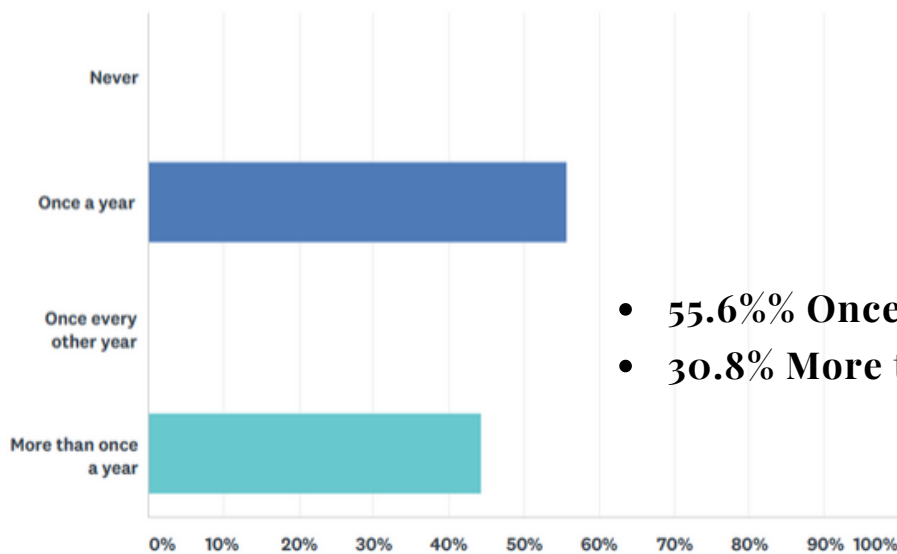
- **69.2% Yes** (9 of 13)
- **30.8% No** (4 of 13)

Q11 Are you willing to share sales volume information from the event as compared to a non-event Sunday?

- Less sales
- Sold less
- Stayed the same
- Less sales because customers were not able to come in
- High sales
- A little bit more sales
- Sold the same amount of cakes but it was an inconvenience to our customers
- Higher sales
- Business wasn't open
- No selling
- Less sales
- Didn't sell anything

Q12 How often would you like to see this event return to this street and/or this neighborhood?

Answered: 9 Skipped: 4



- **55.6%% Once per year**
- **30.8% More than once per year**



Q13 Do you have any other thoughts to add about this event?

- Needs to have more promotion. Maybe have the event later in the day or night time. It was hot that day.
- It didn't affect me but was positive for the community.
- Would like to be more informed in order to answer question 12. Didn't see a lot of people. Didn't benefit me as a business. Didn't pay attention because thought it was going to be the same event as the kids parade.
- Really nice, everyone enjoyed the event.
- For me it's not a problem every weekend is fine to have this event. How can you promote my business?
- Have it open less hours. Don't have the streets closed for so long.
- A lot of people were not aware of the event. Incorporate ADA access.
- Have more stuff on Tyler / Arceo Park, have city vendors from El Monte and South El Monte.
- Promote better for next time so more people can come. Every other corner have a tent that supplies food and activities, more spaces to activate.
- Don't have the streets closed for so long.
- A lot of people attended. Nobody from active was watching to make sure people on bikes and other non motorized vehicles were entering the DEMBA [Main Street] hub. Active comes in and they feel that they are taking over. Businesses not notified on Ramona.



