

MISSION TO MISSION

OPEN STREETS
MADE POSSIBLE BY



626 GOLDEN STREETS



EVENT REPORT & EVALUATION

5 miles of #OpenStreets connecting the Cities of San Gabriel, Alhambra, and South Pasadena on Sunday, May 19, 2019.

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

626 GOLDEN STREETS

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Gabe the Sasquatch - Gabriel the San Gabriel Mountains Sasquatch

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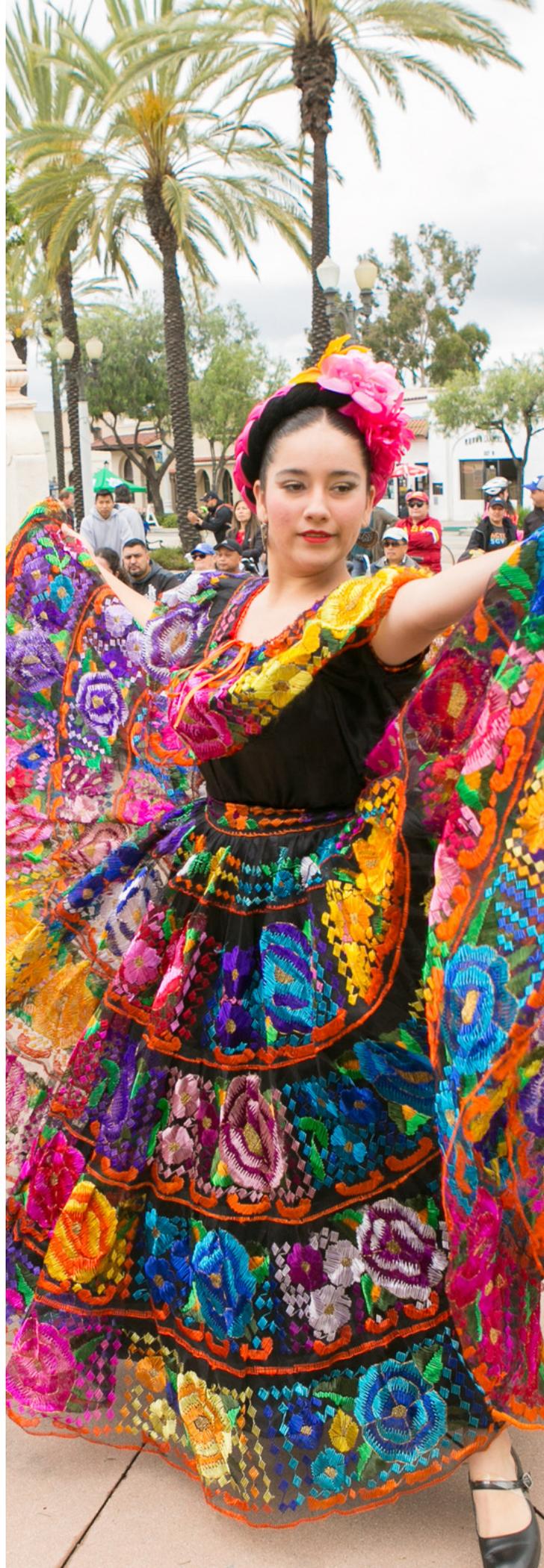
626 Golden Streets
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This report was designed and published by
Active San Gabriel Valley (ActiveSGV).

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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 hundreds of 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 on 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. Potential routes, cities, and destinations across the San Gabriel Valley were considered, with specific emphasis placed on connectivity to public transit stations, downtown districts, parks, and sites of historic and cultural significance. ActiveSGV organizers also placed high value on inviting communities which had never hosted an open streets event before to do so. Of the countless possibilities a routes connecting the historic San Gabriel Mission District, Downtown Alhambra, and the South Pasadena Mission District was identified as a top choice by the ActiveSGV team.

After reaching out to city leaders in Alhambra, San Gabriel, and South Pasadena, 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 Mission-to-Mission route was ultimately awarded funding in September 2018, receiving the top score in LA County among over two dozen submissions. A little over six months later 626 Golden Streets | Mission-to-Mission came to life on Sunday, May 19, 2019.



MISSION-TO-MISSION TIMELINE

March 2018

ActiveSGV staff develop Mission-to-Mission concept and reach out to stakeholders in the cities of Alhambra and San Gabriel to gauge interest in a potential 3-city ciclovia.



June 2018

ActiveSGV staff finalize Mission-to-Mission event proposal (scheduled for Earth Month - April 2019) and submit to the Metro Los Angeles Open Streets Program (Cycle 3).

September 2018

Metro announces Open Streets Program awardees. Mission-to-Mission proposal scores 2nd highest of 26 submissions, and is recommended for funding, with one caveat, event date be shifted to May..



October 2018

Event planning begins! Over the next 8 months ActiveSGV staff facilitates 12 planning meetings with staff from the 3 participating communities to coordinate street closures, hub activities, event logistics, and more.

May 19, 2019!

626 Golden Streets returns to the SGV! The Cities of Alhambra and San Gabriel participate in their first community ciclovia on a brisk Spring day with AM showers and thankfully blue skies in the afternoon.





Planning 626 Golden Streets | Mission-to- Mission

626 Golden Streets | Mission-to-Mission event was the first "ciclovía" or "open streets" event to be hosted in the Cities of San Gabriel and Alhambra.

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 (e.g., Chamber of Commerce staff), met a dozen times to coordinate traffic control, hub programming, route notifications, community outreach, and more. Meetings were conducted in person at a central location for all parties, Alhambra City Hall, 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, CA.





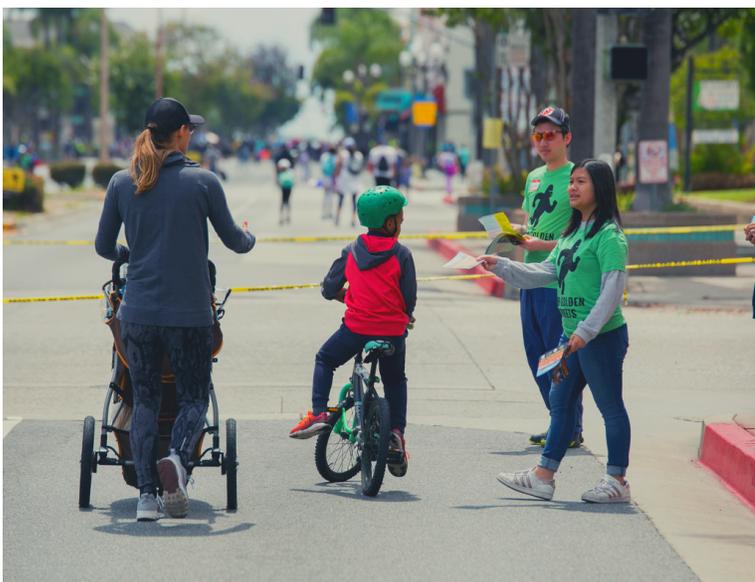
Volunteer Coordination

300+
Volunteers



12+
Organizations

15+
Trainings/Orientations



626 Golden Streets would not have been possible without tremendous volunteer support. Over 300 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 "Gabe the Sasquatch" 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 Alhambra Park on June 27, 2019.

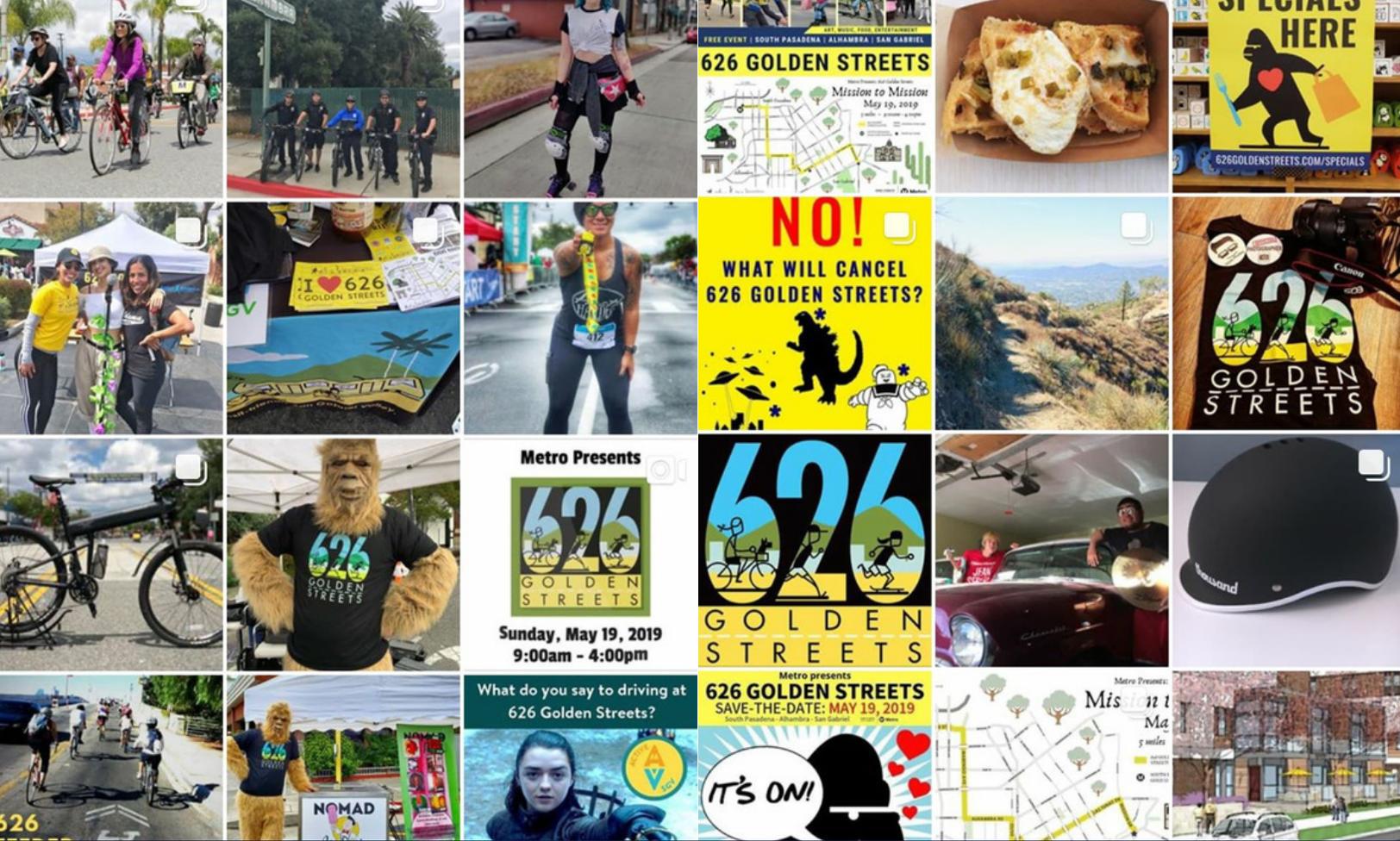


Outreach



Mission-to-Mission was only the second 626 Golden Streets ciclovía, ever, and first event of its type in the Cities of Alhambra and San Gabriel. As a result, many residents of the participating communities were not familiar with the concept of "Open Streets," leaving ActiveSGV's small but passionate outreach team, led by Edward Duong and Jose Jimenez, the considerable task of informing and educating residents of some of the most diverse communities in the United States about a type of event their communities had never seen before! To do so the outreach team developed and employed a series of creative ways to connect with the public. Specific outreach methods included multi-lingual flyers and posters in 3 languages (Chinese, Spanish, English); street banners in Alhambra and South Pasadena; lamp post banners in San Gabriel; donated ad space on bus stop shelters; high-viz 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); a preview ad that played in 6 local movie theaters; and of course a friendly, vegan, social-media-loving mascot: Gabe the San Gabriel Mountains Sasquatch!





Social Media

PROMOTING THE EVENT
TO THE MASSES

Over 2400 Instagram posts were generated under the #626GoldenStreets hashtag.

38%

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



Participant Survey



99.0%

would like to see open streets events like this again in the San Gabriel Valley.



54.4%

attended their first open streets event at 626 Golden Streets | Mission-to-Mission.



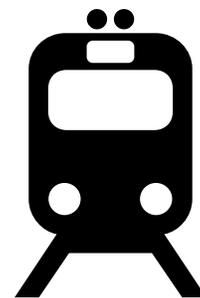
309

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



85.3%

planned to buy food/drink along the event route.



28%

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





Business Feedback

ActiveSGV staff interviewed 27 businesses along the route on event day (Sunday, May 19, 2019), and successfully interviewed 25 of those same businesses three 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 bars, fitness centers, coffee shops, ice cream vendors, restaurants, a gift store, boba shops, and a music facility. The list of specific businesses surveyed can be found below.

San Gabriel (9)

- Nomad Ice Pops
- Love to Go
- Jones Bikes
- Lunas Mexican Cuisine
- Thai Paradise
- Pizza Place CA
- Pulciano's Deli and Cafe
- Bubble Republic
- Labobatory

Alhambra (10)

- The Boiling Crab
- The Fit Factor Studio
- Dickey's BBQ Pit
- Cali Collectibles
- Charlies Trio Cafe
- 38 Degrees Bar and Grill
- Temptations Chocolate Factory
- Cold Stone Creamery
- Mahan Indian Restaurant
- Starbucks

South Pasadena (8)

- La Fiesta Grande
- Munch Company
- La Monarca Bakery
- Griffins of Kinsale
- TeaMarrow
- ARO Latina
- South Pasadena Music Center & Conservatory
- Menchies Frozen Yogurt





96% of businesses surveyed indicated they would like to see the event return to this street at another point in the future. Of these 92% indicated they would like to see "open streets" on at least an annual basis.

On event day 81% of businesses surveyed indicated they were familiar with the "Open Streets" event concept. 65% stated they were actively participating in or interacting with the event (e.g., offering an event day "Special"; free samples on street; activated storefront). When asked whether they believe the event brings additional recognition to their products or services, 90% of respondents indicated "Yes." 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 your business (average score: 4.1) and on your community (average score 4.4). When asked if they thought their community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or using public transit, 92% responded 'Yes', 4% 'No', and 4% 'I don't know'.

To view additional response data, as well as copies of the surveying tools, please visit the Appendix of this report.





Lessons Learned

This was only the second 626 Golden Streets ciclovía, and first for the cities of San Gabriel and Alhambra. Needless to say, there were plenty of lessons learned for the event organizing team. Staff takeaways included earlier closure of on-street hub areas (4am) to allow for additional time for setup; confirming rain policies with vendors in advance (several cancelled due to the morning showers, which resulted in fewer games/activities for families in the South Pasadena and San Gabriel hubs); placing information booths in standalone and/or higher visibility locations with flags, and ensuring each includes at least some staff capable of answering more complicated questions from the public; creating a designated space for bike/roll demos within or adjacent to activity hubs; adding a second volunteer coordinator for each Activity Hub to better support event day volunteers; and adding/improving signage to open seating or other hub features that might not be as intuitive.

Of course, with any major event, some glitches are inevitable. A few unexpected challenges the team faced on 5/19/19 included a vendor for the San Gabriel Hub whose fully-loaded truck was stolen the night before the event, resulting in 180 chairs, 20 umbrellas, and games not arriving until after 10:30am; a delay in lunch delivery to our soft closure volunteers; and, of course the uncommon (for SoCal) May rain showers! Yet despite it all Gabe and the team managed, and much fun was had by those who braved the gray skies, morning showers, and sub-60F temperatures! :)





Closing

The team at ActiveSGV would like to thank everyone who helped plan, promote, and participate in the first 626 Golden Streets | Mission-to-Mission ciclovía. This free, family-friendly event simply would not have been possible without the support of hundreds of people working together to create a safe space for people of all ages, backgrounds, and walks of life.

We are incredibly grateful to have been able to work with the community in producing this open streets event, and are hopeful that Mission-to-Mission 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 *626 Golden Streets | SGV Streets and Treats* on Sunday, October 26, 2019!!! Save-the-date! :D

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

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



ACKNOWLEDGEMENTS

City of San Gabriel

- Greg de Vinck (Public Works)
- Rebecca Perez (Community Services)
- Eugene Harris (Police Department)
- Mark Lazzaretto (City Manager)
- Cruz Hernandez (Police Department)
- Newton Ong (Fire Department)
- Steven Wallace (Fire Department)
- Steve Valdez (Public Works)
- Elias Castro (Public Works)
- Ricky Munoz (Public Works)

City of South Pasadena

- Margaret Lin (City Manager's Office)
- Marisol Romero (City Manager's Office)
- Karen Aceves (City Manager's Office)
- Alex Chou (Public Works)
- Jeff Holland (Police Department)
- Jim Valencia (Police Department)
- Eric Zanteson (Fire Department)
- Chris Szenczi (Fire Department)

City of Alhambra

Alhambra City Staff
Alhambra City Council

California Conservation Corps

- Lisa Taylor
- Duane Wilson
- Martin Hernandez
- Edgar Lino
- Reggie Soria
- Carlos Cruz
- Jaleel Lucas
- Damian Medina
- Paul Lugo
- Jabari Williams
- Jessica Alpuche
- Marcos Vargas
- Manny Salazar
- Angel Cua
- Syed Mosavi



Volunteer Groups

- California Conservation Corps
- San Gabriel High School KARE Bears
- San Gabriel High School Honor Society
- Infinity Roller Derby Girls
- SGV LGBTQ Center
- Circle K International
- Ramona Convent Secondary School
- San Gabriel High School Red Cross
- San Gabriel High School Key Club
- Starbucks
- FOCIS
- South Pasadena Hub
- Derby Dolls
- The Way Church
- SGVAODPP Youth Council
- The Boys and Girls Club of West San Gabriel Valley
- Bravo High School Honor Society



Event Photographers

- Serena Liu
- Bryan Zaragoza
- 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
- Andy Au, South Pasadena Hub Volunteer Extraordinaire
- John Jones III, East Side Riders Bike Club
- Benson Lam, Jones' Bike Shop
- Sean Talkington and Carla Alcibar, The Cub House
- Alexander Montegue Watts
- Kenny Uong, VIP, Social Media



VIDEOS/PRESS

01 Alhambra Source (video)
tinyurl.com/yxnxjbc8



02 SGV Tribune
tinyurl.com/y47uhx87



03 Fox 11 News (video)
tinyurl.com/y3ysqr2z

04 South Pasadena Review
tinyurl.com/y6rqa4kc

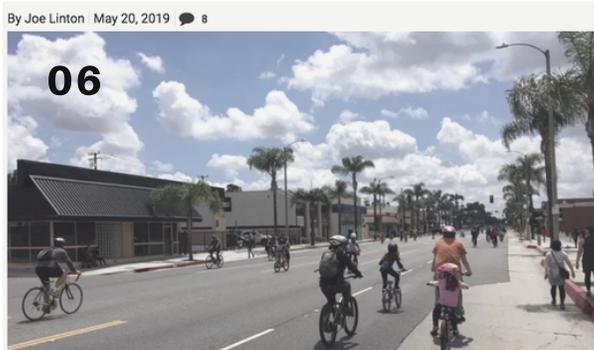


05 CNA - Focus Taiwan
 (video)
tinyurl.com/yxwksoo9



06 Streetsblog LA
tinyurl.com/y5semdf8

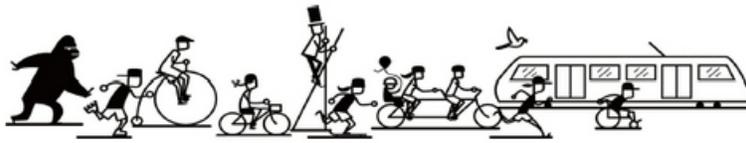
07 South Pasadenan
tinyurl.com/y4nl65



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
16. Did you (or do you plan to) shop at any local businesses 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.

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 Pasadena b. Alhambra c. San Gabriel

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: _____

29. Email: _____ Phone: _____

30. Comments/Feedback/Suggestions for event organizers:



Metro Rail User Survey Tool



626 Golden Streets Participant Metro Rail Survey

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

1. Are you participating in today's Open Streets event?

- YES
- NO

2. Is this your first time riding Metro rail?

- YES
- NO

3. What best describes your use of public transit?

- a. Daily
- b. More than once a week
- c. Once a week
- d. Once a month
- e. Less than once a month

4. After today's event, would you use public transit again in the future?

- YES
- NO
- I Don't Know

5. If you weren't participating in today's event, would you have used public transit today?

- YES
- NO
- I Don't Know

6. What is your 5-digit zip code? _____



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 (only applicable in South Pasadena): 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?

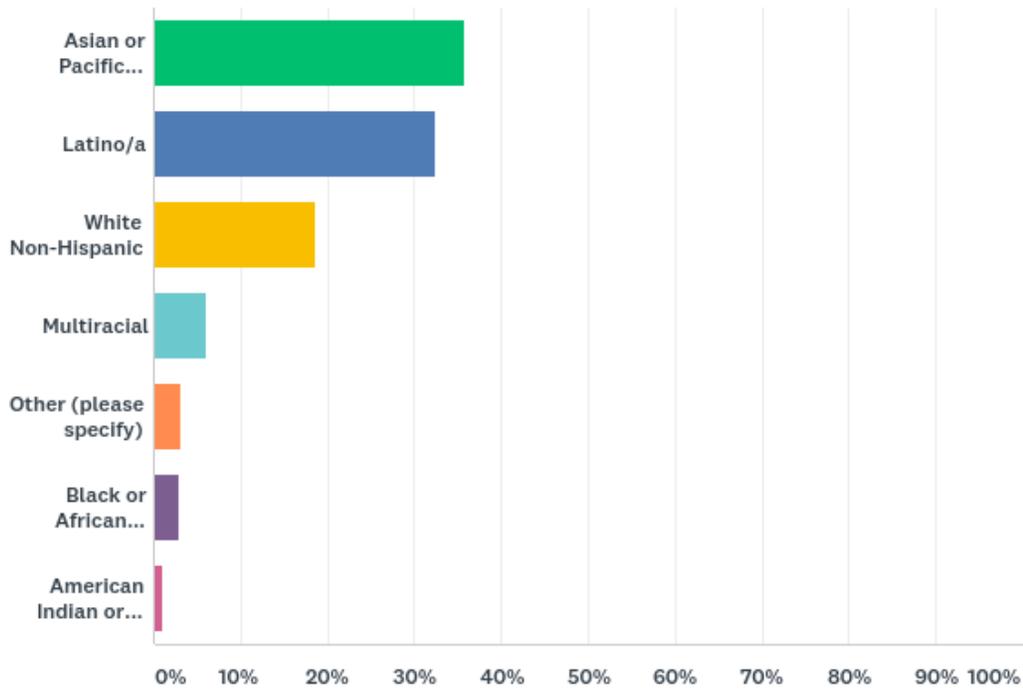


Participant Survey Results

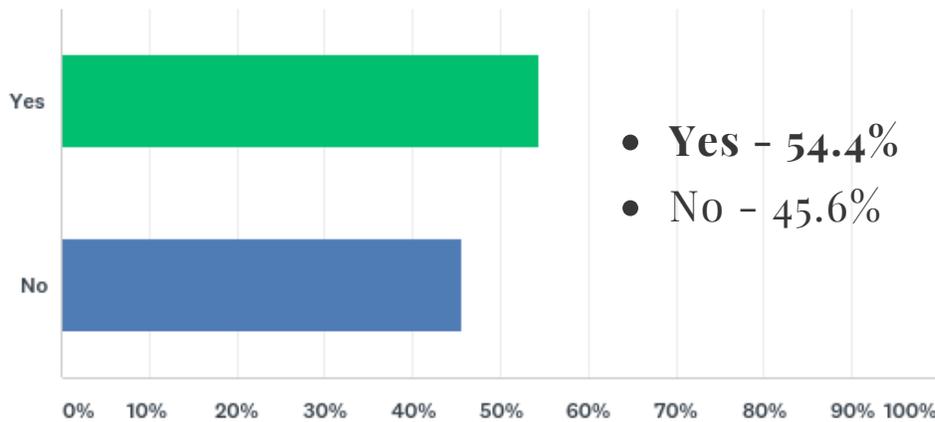
Who completed surveys during 626 Golden Streets?

ANSWER CHOICES	RESPONSES
Asian or Pacific Islander	35.71% 100
Latino/a	32.50% 91
White Non-Hispanic	18.57% 52
Multiracial	6.07% 17
Other (please specify) Responses	3.21% 9
Black or African American	2.86% 8
American Indian or Alaska Native	1.07% 3
TOTAL	280

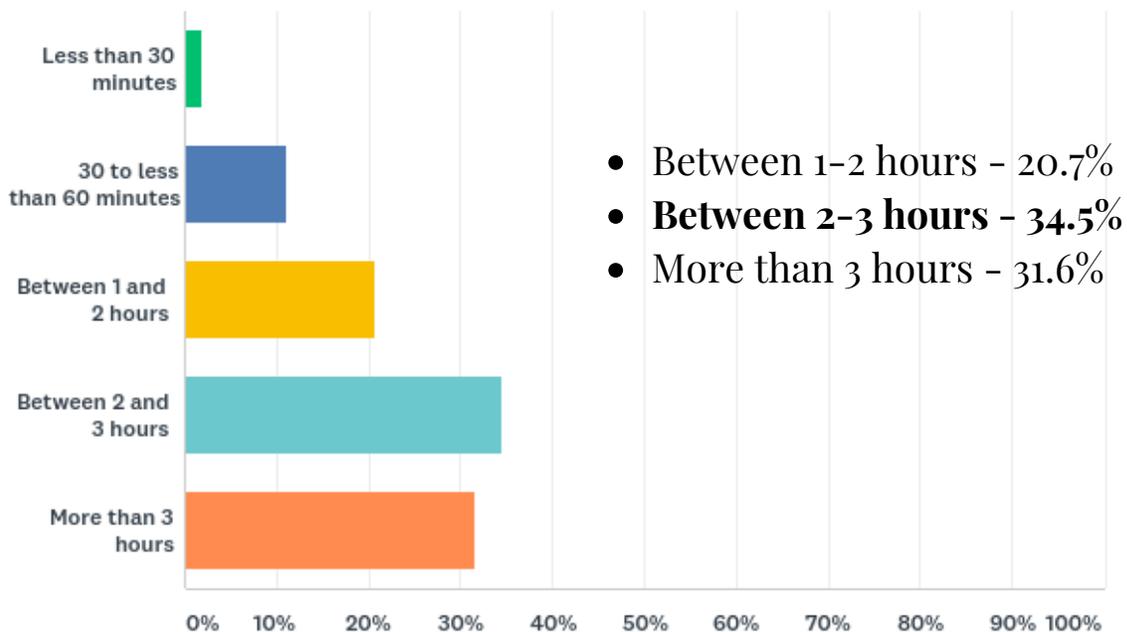
Q21 Which one of the following best describes you?



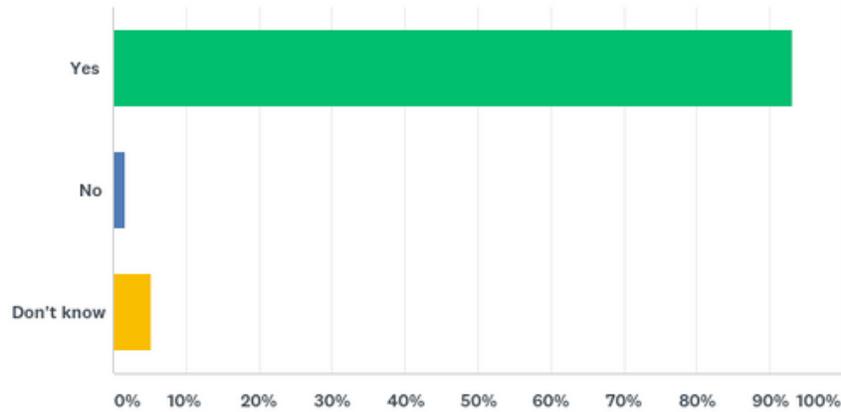
Q2 Is this your first time participating in an Open Streets event?



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



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



How did you get to the event?



41.7%



37.8%

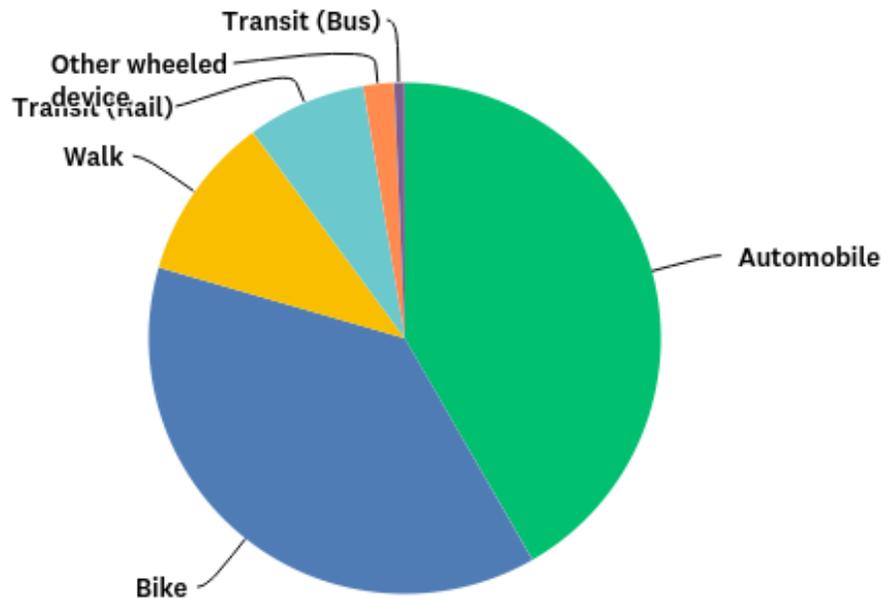


10.4%

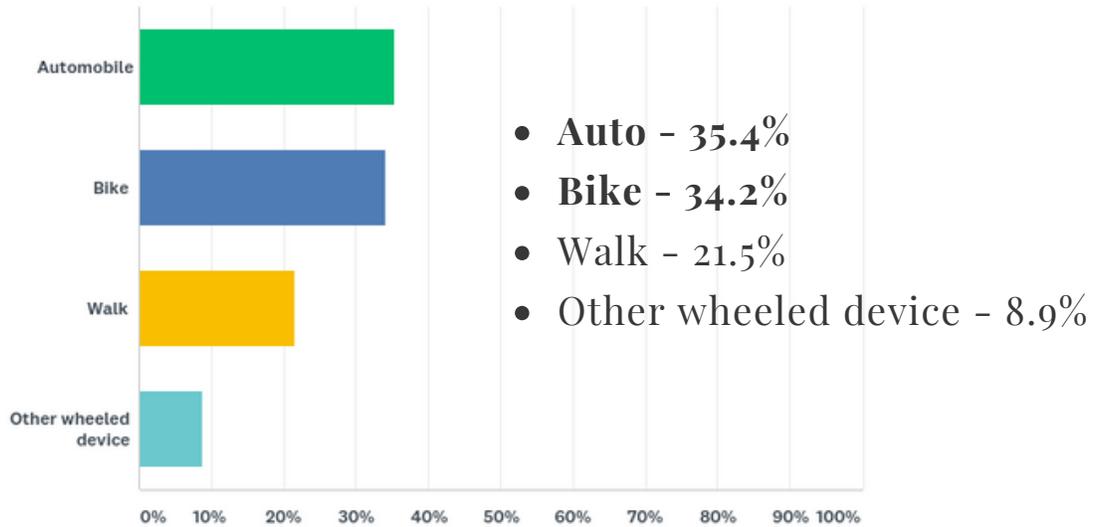


7.5%

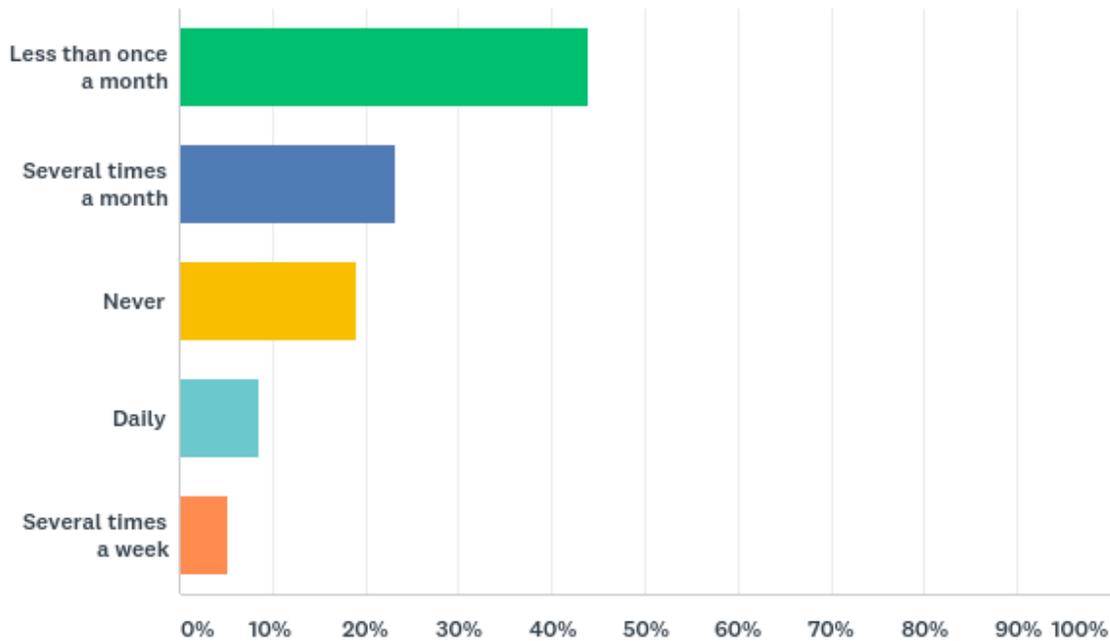
Q7 How did you arrive at today's event?



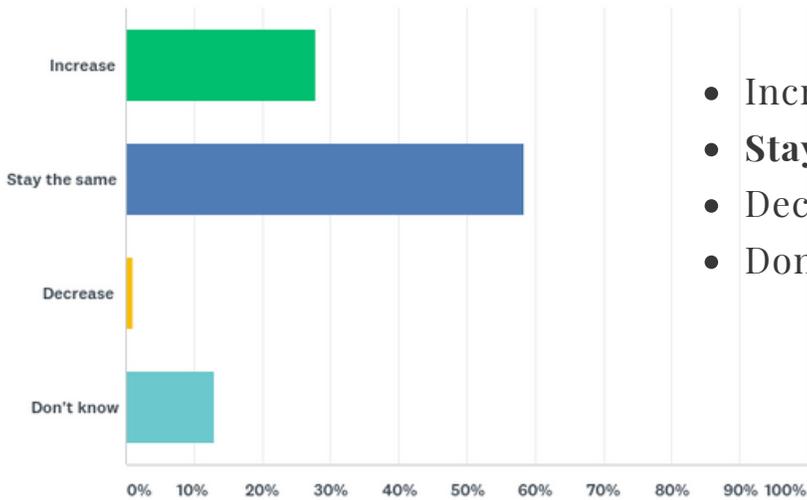
Q8 If you used Metro for transportation to this event, how did you access Metro today?



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

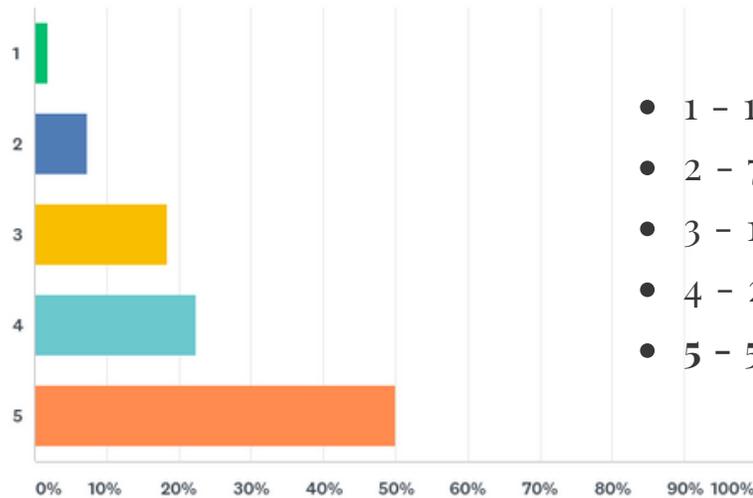


Q10 After today's event, your use of transit is likely to:



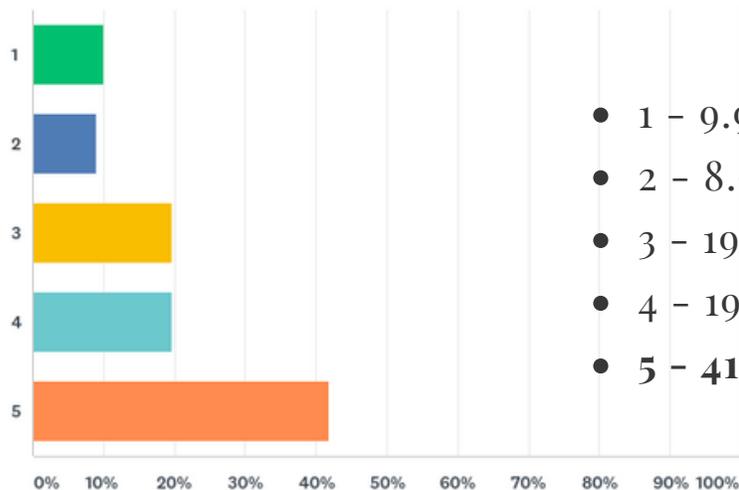
- Increase - 27.72%
- **Stay the same - 58.42%**
- Decrease - 0.99%
- Don't know - 12.87%

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.)



- 1 - 1.97%
- 2 - 7.24%
- 3 - 18.42%
- 4 - 22.37%
- **5 - 50.00%**

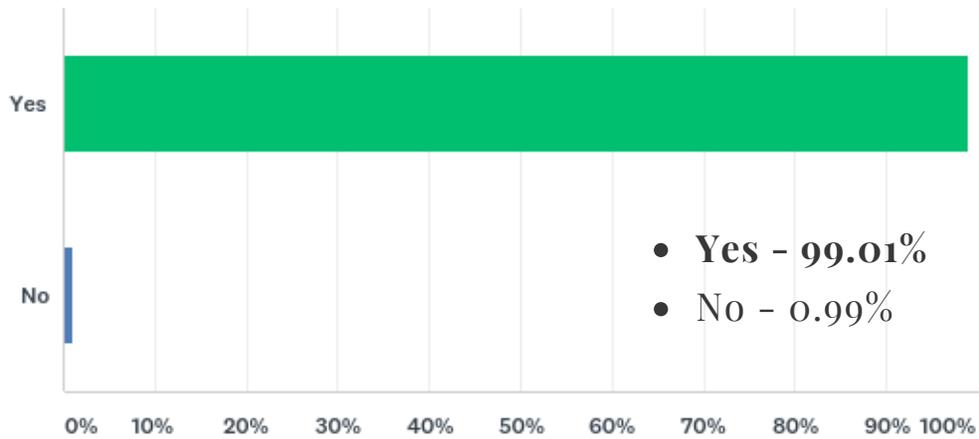
Q12 After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)



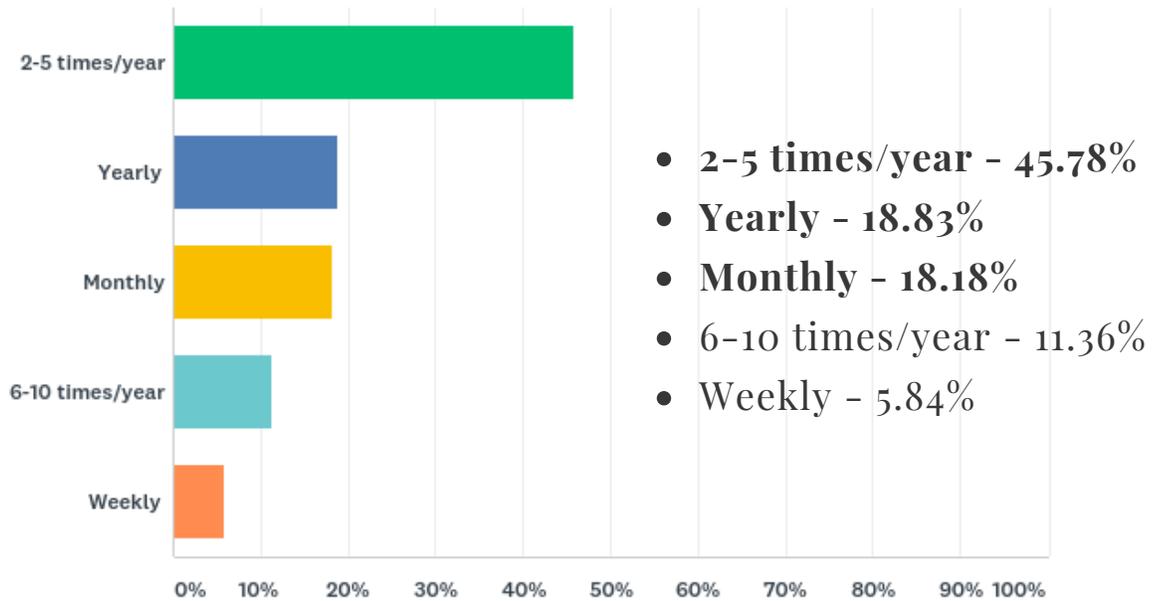
- 1 - 9.97%
- 2 - 8.97%
- 3 - 19.60%
- 4 - 19.60%
- **5 - 41.86%**



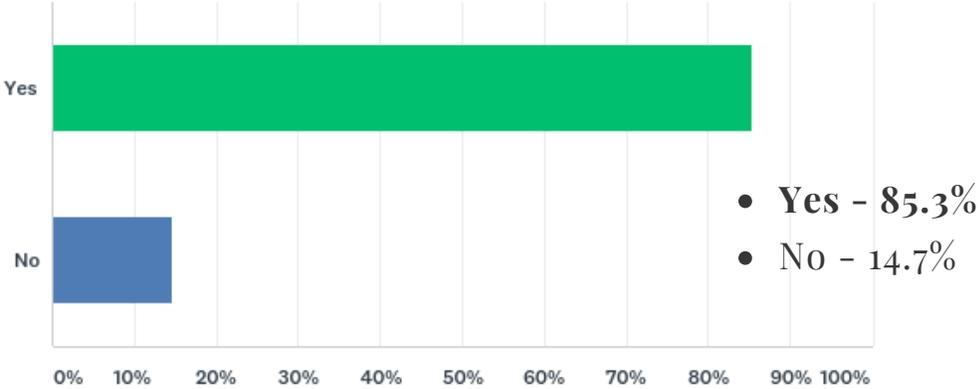
Q13 Would you like to see this event in your neighborhood?



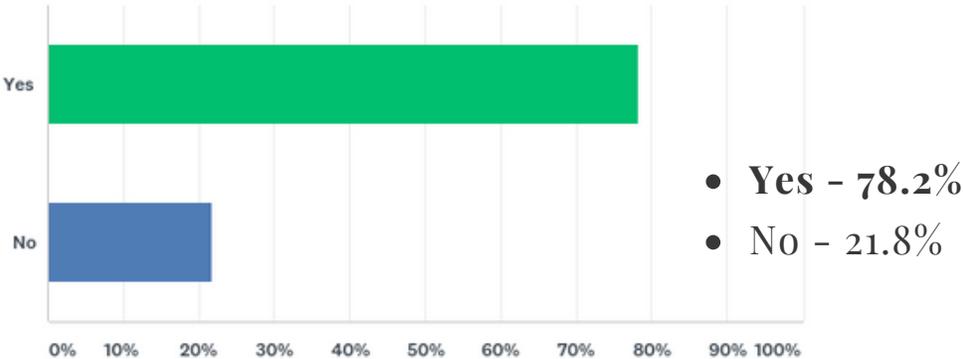
Q14 If yes, how often?



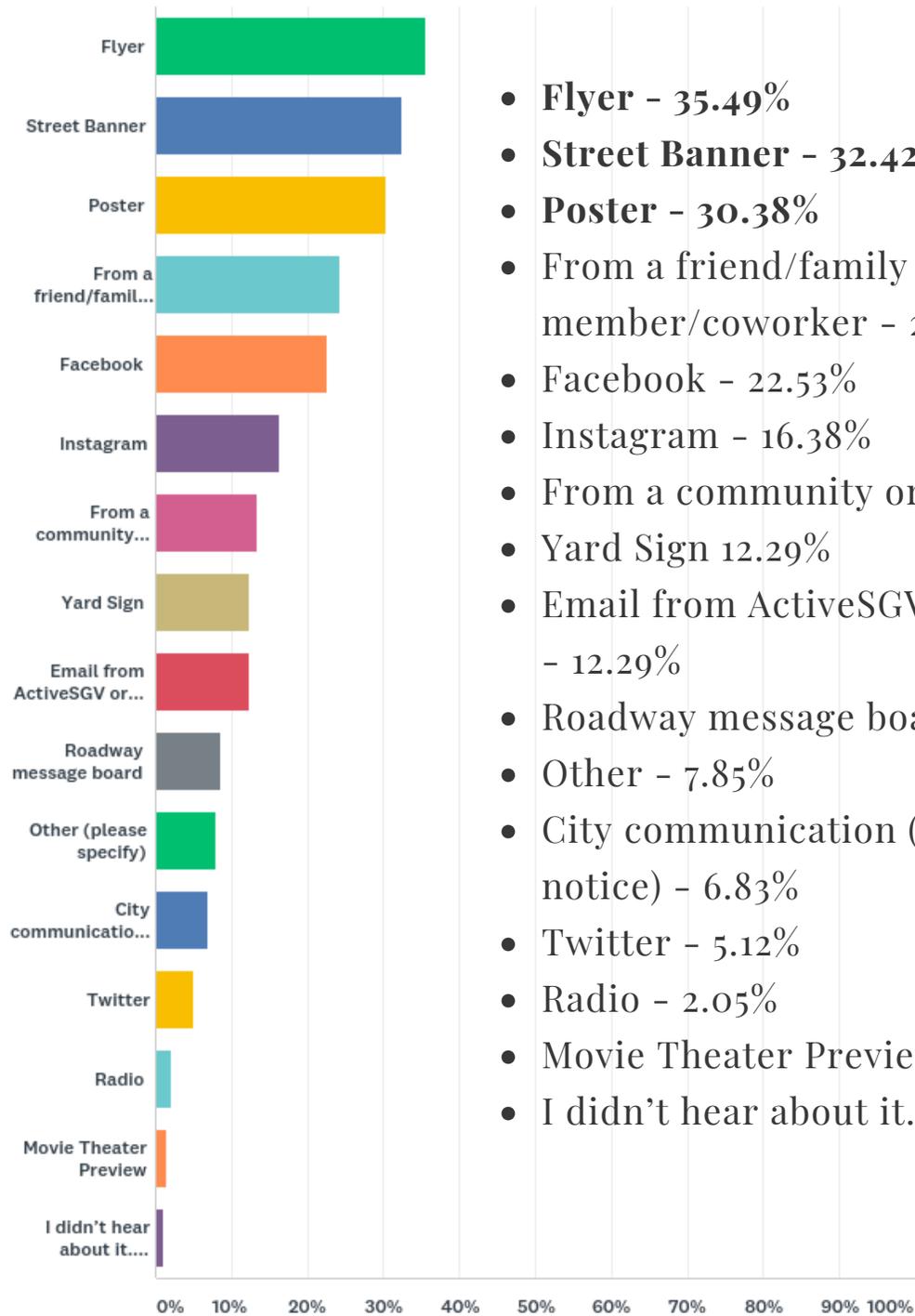
Q15 Did you (or do you plan to) buy any food or drinks along the event route?



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



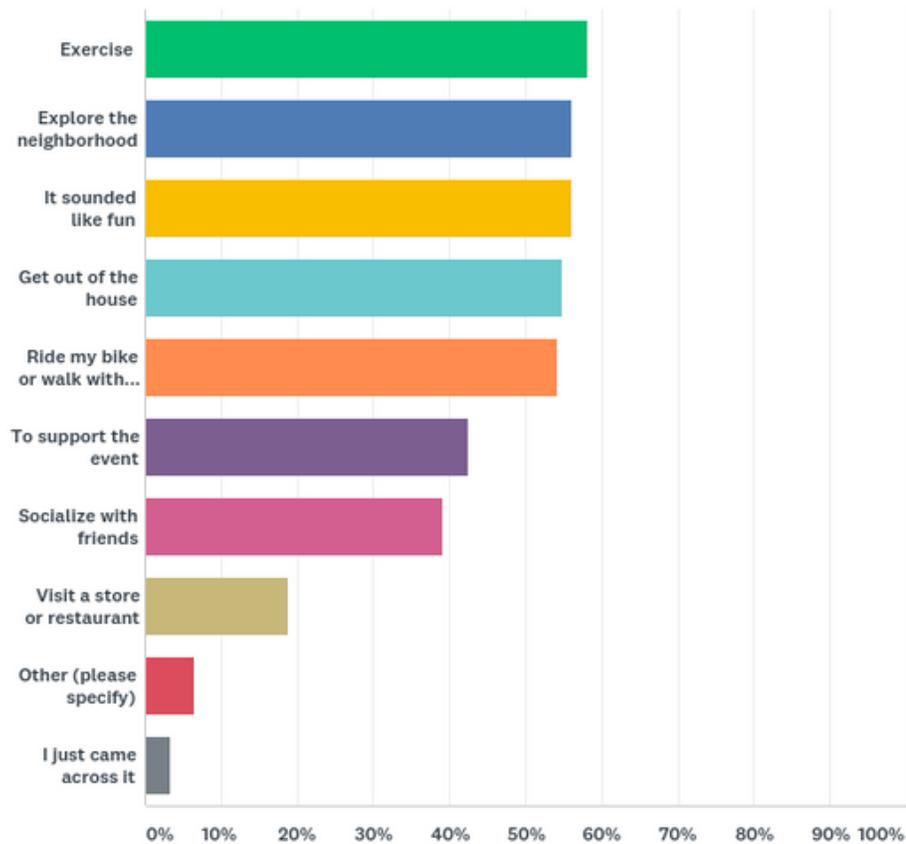
Q17 How did you hear about 626 Golden Streets? (Circle all that apply)



- **Flyer - 35.49%**
- **Street Banner - 32.42%**
- **Poster - 30.38%**
- From a friend/family member/coworker - 24.23%
- Facebook - 22.53%
- Instagram - 16.38%
- From a community org - 13.31%
- Yard Sign 12.29%
- Email from ActiveSGV or 626 List - 12.29%
- Roadway message board - 8.53%
- Other - 7.85%
- City communication (email, notice) - 6.83%
- Twitter - 5.12%
- Radio - 2.05%
- Movie Theater Preview - 1.37%
- I didn't hear about it. - 1.02%



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



- **Exercise - 58.22%**
- **Explore the neighborhood - 56.16%**
- **It sounded like fun - 56.16%**
- **Get out of the house - 54.79%**
- **Ride my bike or walk without worrying about traffic - 54.11%**
- To support the event - 42.47%
- Socialize with friends - 39.04%
- Visit a store or restaurant - 18.84%
- Other (please specify) - 6.51%
- I just came across it - 3.42%

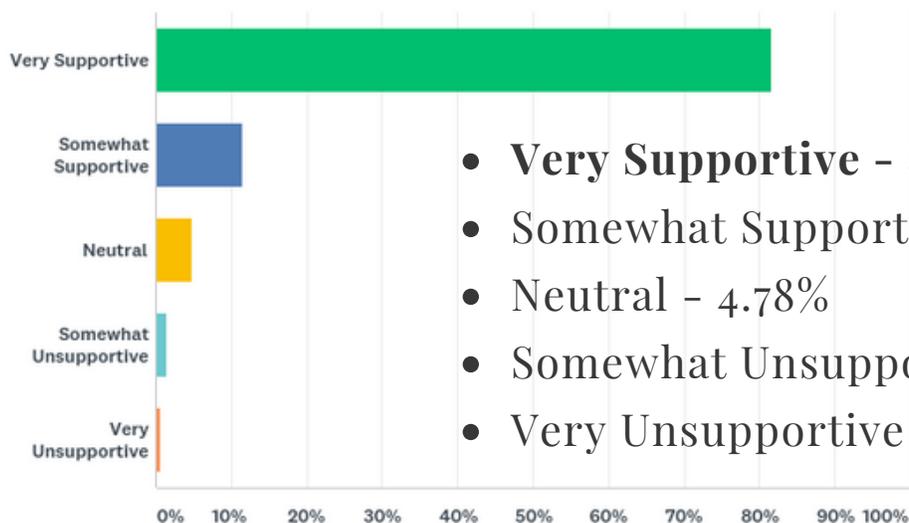


Was this your first time visiting any of the following communities? (select all that apply)

- 13% - First time visiting City of San Gabriel
- 11% - First time visiting City of Alhambra
- 10% - First time visiting City of South Pasadena



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



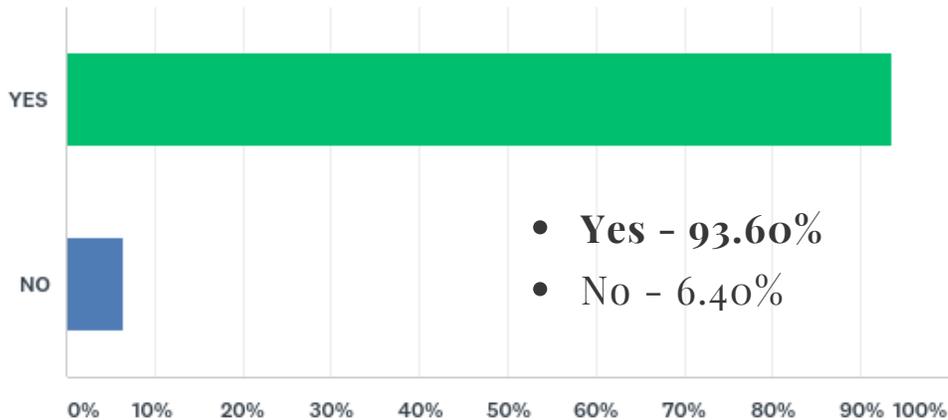
- **Very Supportive - 81.57%**
- Somewhat Supportive - 11.60%
- Neutral - 4.78%
- Somewhat Unsupportive - 1.37%
- Very Unsupportive - 0.68%



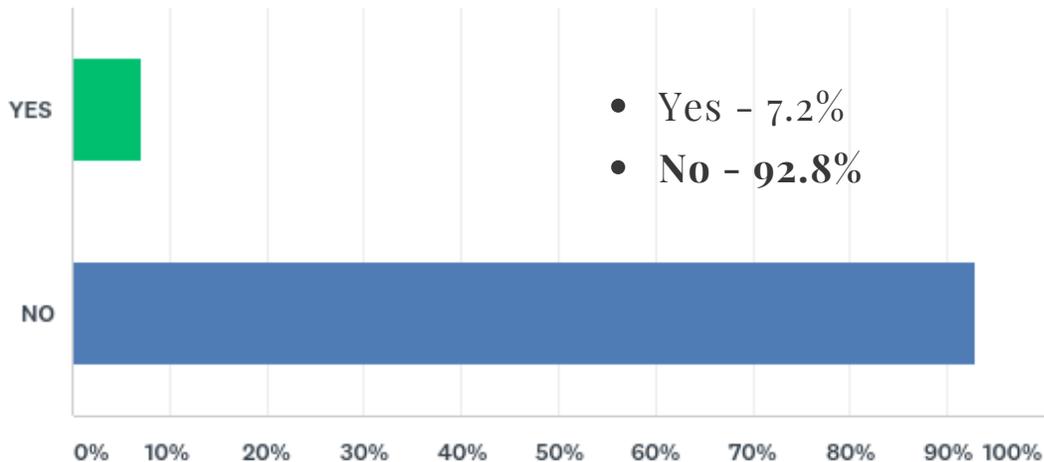
Rail Survey Results

ActiveSGV staff and volunteers surveyed 125 Metro Gold Line users at the South Pasadena Station during the event on 5/19/19. The anonymous survey included 7 questions. Only personal information requested was zip code.

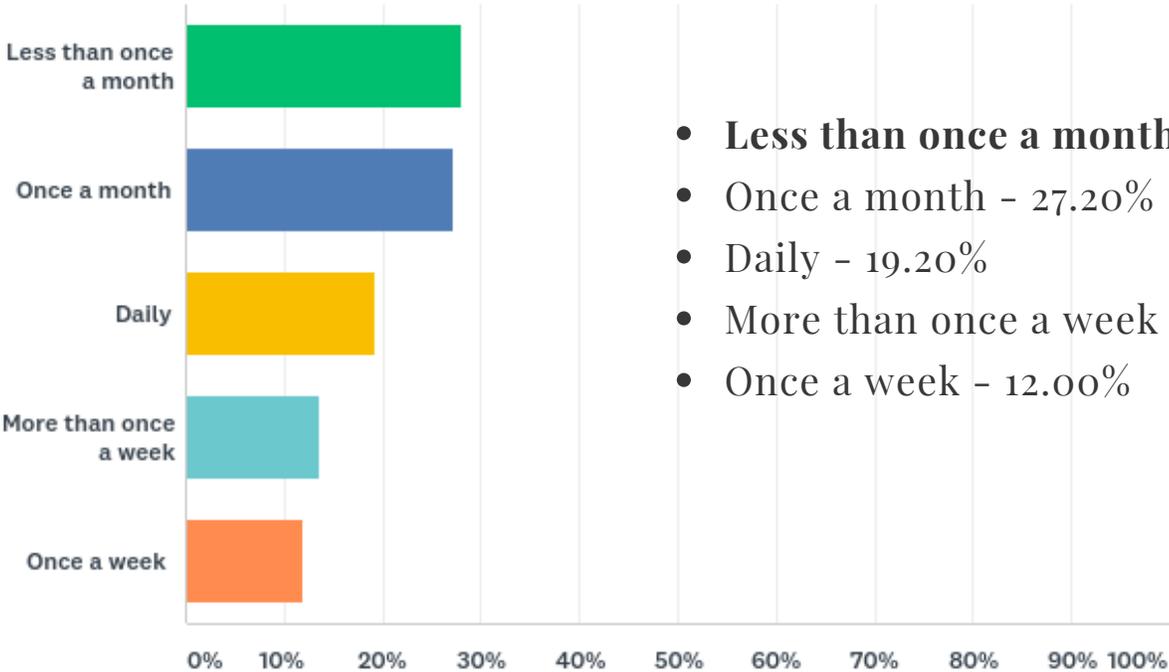
Q1 Are you participating in today's Open Streets event?



Q2 Is this your first time riding Metro rail?

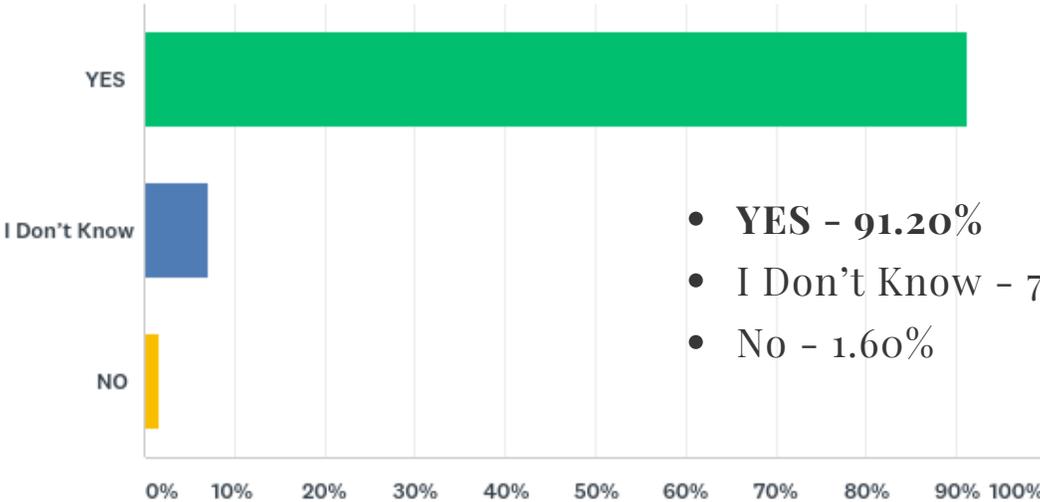


Q3 What best describes your use of public transit?



- **Less than once a month - 28.00%**
- Once a month - 27.20%
- Daily - 19.20%
- More than once a week - 13.60%
- Once a week - 12.00%

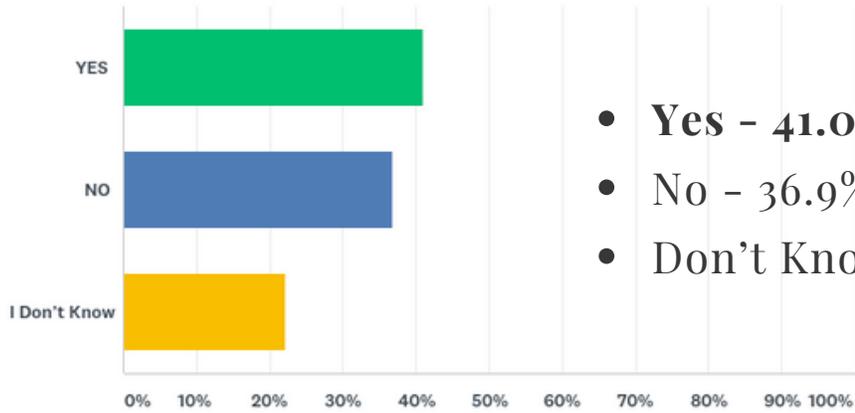
Q4 After today's event, would you use public transit again in the future?



- **YES - 91.20%**
- I Don't Know - 7.20%
- No - 1.60%



Q5 If you weren't participating in today's event, would you have used public transit today?



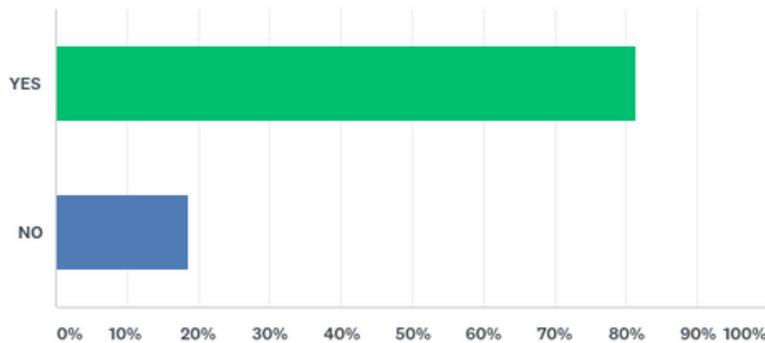
- Yes - 41.0%
- No - 36.9%
- Don't Know - 22.1%



Business Interview (Event Day)

- Sample size - 27
- Conducted in person by ActiveSGV staff in each participating City
- Completed on 5/19/19 (1-3pm)

Q3 Are you familiar with the open streets event today?

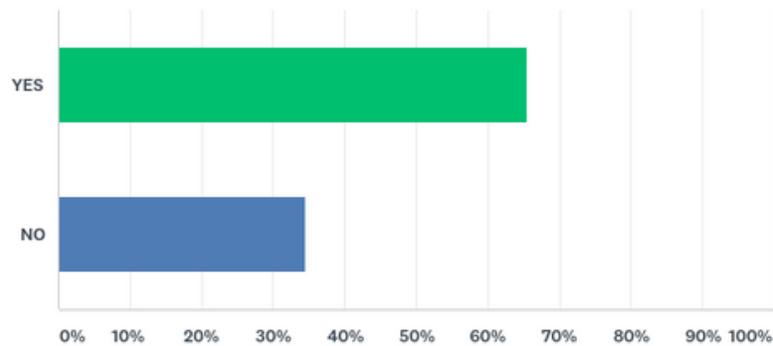


Q4 If Yes, what do you understand the event to be?

- encourage people to ride, do non-motorized transportation, be active
- Promote more walking
- event for community
- family-friendly
- People are able to hang out on the streets without cars, safe gathering
- good, but not good for business
- Bike event
- Something to do with cyclists
- Goes along Metro, ride bikes
- People start bike event in South Pasadena
- 5K, close off streets, family, active transit
- A biking event as far as I know
- Influence people to come over on the 5K stripe
- To encourage residents in the surrounding area to walk, run, and bike today from "Mission to Mission Drive" instead of driving.
- ciclovia
- Blocked off Main St for vendors to encourage foot traffic



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

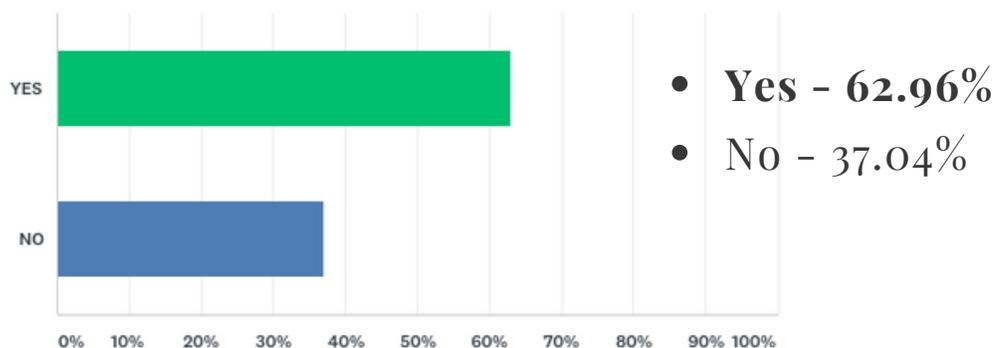


Q7 If Yes, in what way?

- Free ice cream with purchase
- brought vendor out to show off products and bike rentals and free minor bike repairs
- Being open when normally closed on Sundays part of community
- \$ off a drink if you're in the event/mention it. Samples on street
- Having the business open and having a DJ
- Tabling event, musical instruments, outreach
- DJ, axe throwing game, balloon
- We offer 2 meat deals with 2 small drinks
- Happy hour all day
- We gave out free coffee



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



Q9 If Yes, what type of advertising do you do?

- online, fliers
- webpage
- online
- radio, website
- Facebook and Instagram
- IG page
- Social media/ Posters
- Flyer, Poster
- Social media, Facebook
- Yelp, Instagram, Pasadena Weekly, Twitter
- Posters in the shop window
- Our corporate has their own marketing team; social media, website promotion, etc.
- social media, internet
- Facebook, Instagram
- Social media, some print
- Mostly social media and frequent diner



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

- Yes
- Somewhat
- Yes, raises awareness and showcases local businesses
- no
- Yes
- Yes
- Yes
- Maybe
- Yes
- Yes
- Yes
- Yes, getting people outside of South Pasadena
- Yes, brings more foot traffic
- Yes
- Definitely
- Yes, because it's a widely ranged event, therefore residents that participate and are from South Pasadena who don't usually venture to this side of town would be exposed to our restaurant.
- Yes, if there's a bridge of communication
- Yes
- Yes
- Yes, at least some

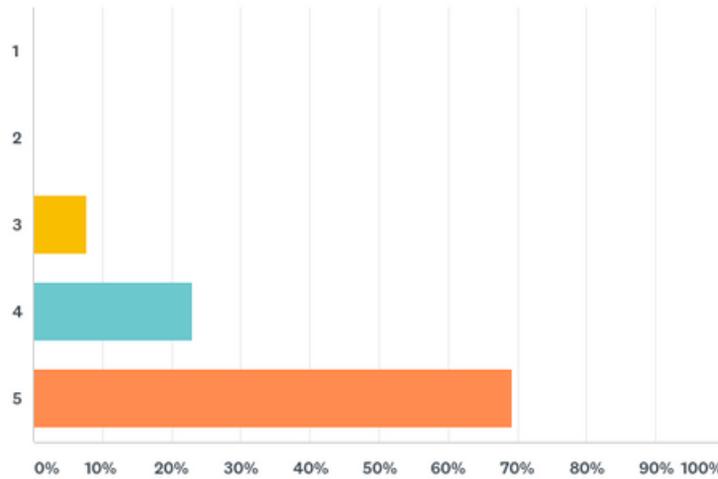


Q11 Have you noticed any changes in your customer volume and/or demographics today?

- Slow in beginning but is picking up
- No
- Positive changes, normally closed on Sundays
- No change
- Little
- More people
- Not a good day, defomte;u business but expected more people, bigger crowd. Tables should be set up differently (seating area should be identified)
- No
- Yes, pretty busy
- Slower today
- Yes, busy
- Yes
- Yes
- Yes
- Same
- Yes customer volume
- Definitely busier than usual, more families
- It was unusually slower than normal Sunday's, but it did pick up after half an hour after opening. We did notice quite a few guests expressing they were first timers though.
- Yes
- No
- Yes
- Difficult to say. Still early.
- Yes
- Decreased
- No, perhaps less customers
- Yes

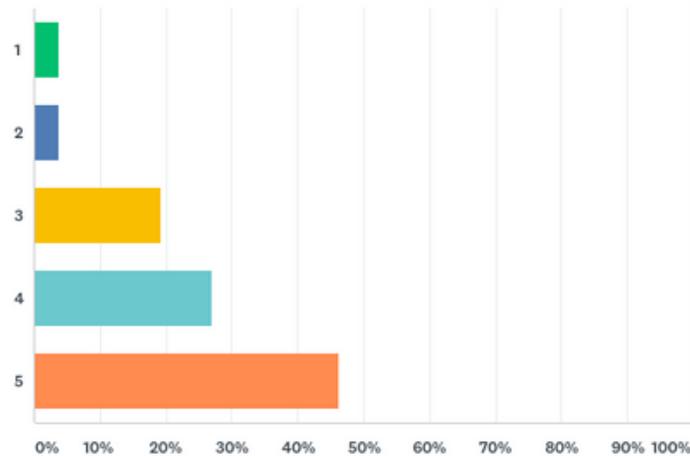


Q12 What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.



- 3 - 7.7%
 - 4 - 23.1%
 - 5 - 69.2%
- Average: 4.6**

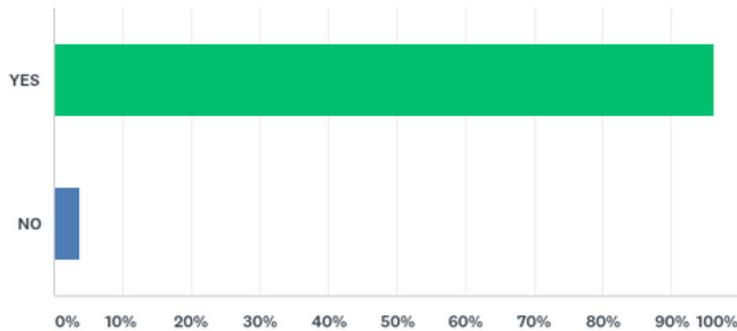
Q13 What effect do you believe today's event has on your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.



- 1 - 3.9%
 - 2 - 3.9%
 - 3 - 19.2%
 - 4 - 26.9%
 - 5 - 46.2%
- Average: 4.1**



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



- Yes - 96.2%
- No - 3.8%

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

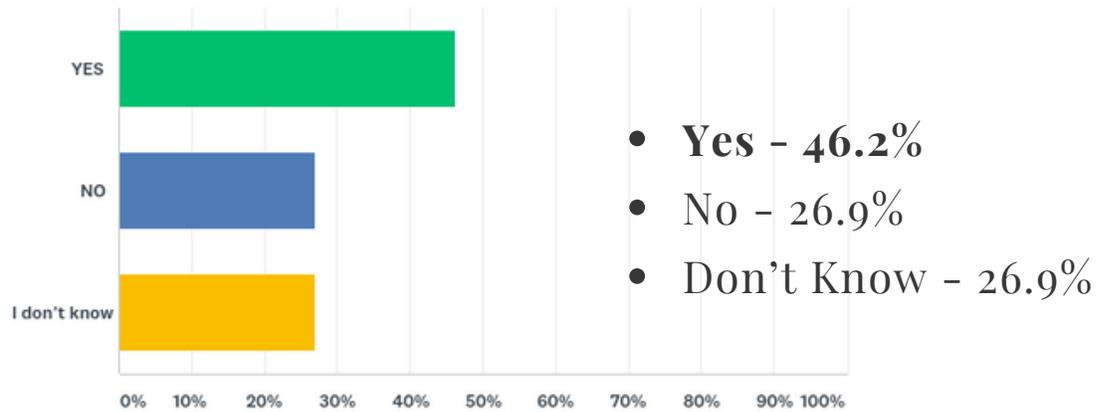
- 2-3 more times in the year
- doesn't matter
- Quarterly
- Any time
- Quarterly
- 1 per month
- As many as possible (2-3 per year)
- Yes, but with better advertising
- Twice a year
- Once a year
- Once or twice a year
- Every 3 years
- At least one a year
- 2 times a year
- 2-4 times a year
- Annually
- 3 times a year
- 2-4 times a year
- Once a year
- 2 times a year
- 2 times a year
- 2 times annually
- Twice a year
- Once a year
- 2 a year

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

- Affected in negative way



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

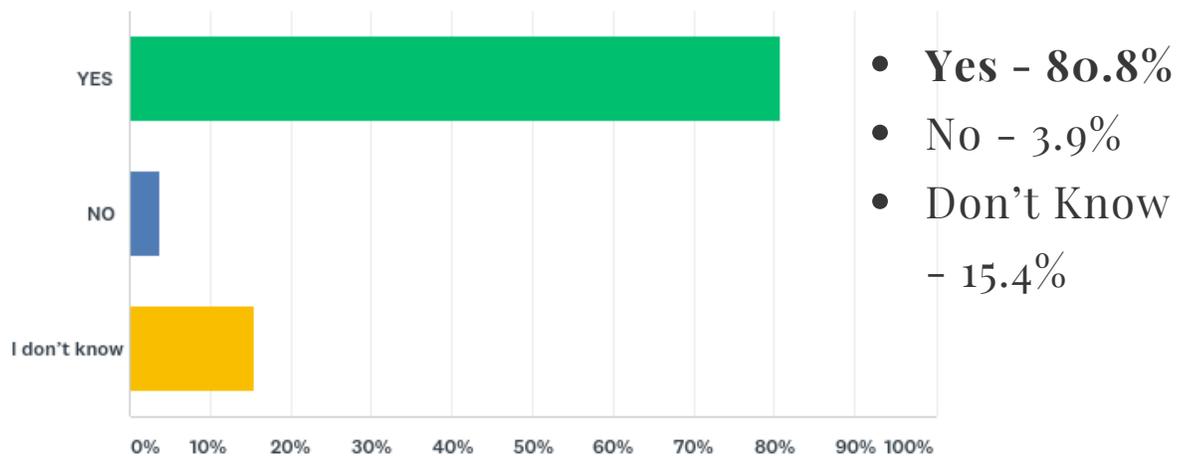


Q18 Please share why or why not?

- Owner is a big biker
- Don't know about this
- Worked with cal start and Edison to encourage e-bikes
- Easier for everybody, no parking in community
- Healthy living
- None
- Help co-workers to ride bikes to work
- Don't see a need
- Allowed to bring bike inside



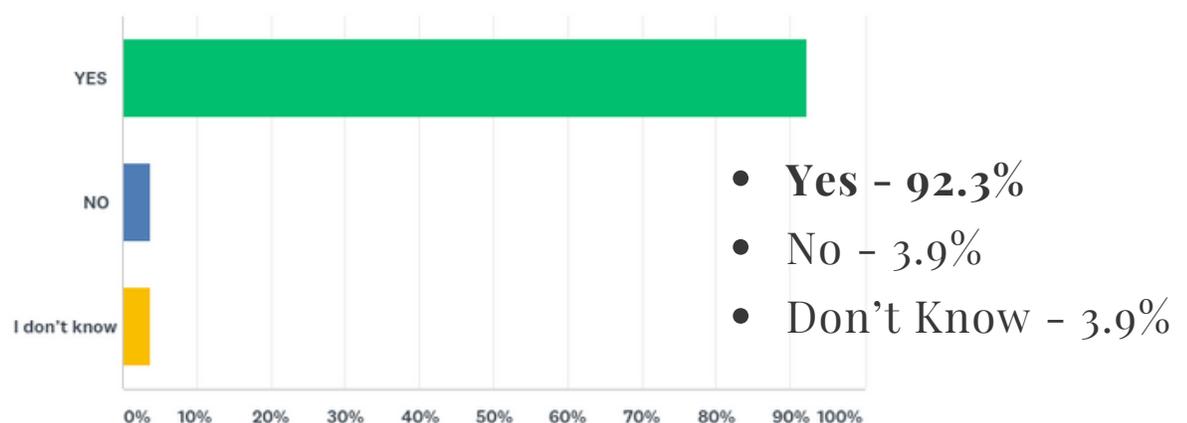
Q19 Do you believe that by experiencing today's event your business may support transportation improvements in the future?



Q20 Please share why or why not?

- Better for environment and people
- Always like to participate in this
- Support alternative transportation businesses. E-bikes were big deal right now. Get around town and transport things. Encourage people to ride bikes.
- Link to community members
- Bringing more business
- More personal, always carpools, always something they've always done; bikes EV charging stations (used to be one in area)

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



Business Interview (Post Event)

- Sample size - 25
- Conducted in person by ActiveSGV staff 3 weeks post event
- Focused on 27 businesses who participated in event day interviews
- 2 business (Fit Factor and Mahan Indian Restaurant) did not complete a second interview due to owner or staff not being present after repeated visits
- Participating businesses listed below

San Gabriel (9)

- Nomad Ice Pops
- Love to Go
- Jones Bikes
- Lunas Mexican Cuisine
- Thai Paradise
- Pizza Place CA
- Pulciano's Deli and Cafe
- Bubble Republic
- Labobatory

Alhambra (8)

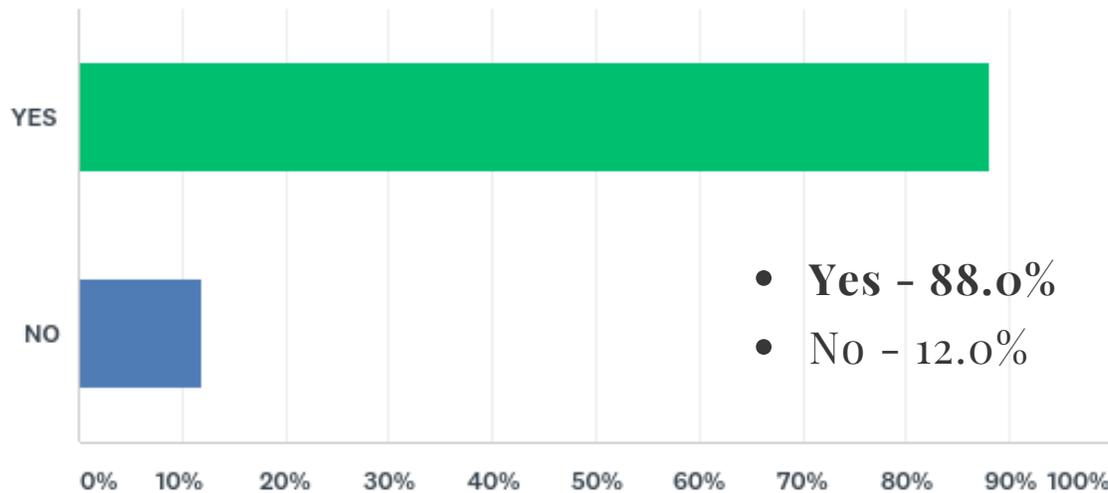
- The Boiling Crab
- Dickey's BBQ Pit
- Cali Collectibles
- Charlies Trio Cafe
- 38 Degrees Bar and Grill
- Temptations Chocolate Factory
- Cold Stone Creamery
- Starbucks

South Pasadena (8)

- La Fiesta Grande
- Munch Company
- La Monarca Bakery
- Griffins of Kinsale
- TeaMarrow
- ARO Latina
- South Pasadena Music Center & Conservatory
- Menchies Frozen Yogurt



Q3 Are you familiar with the open streets event?

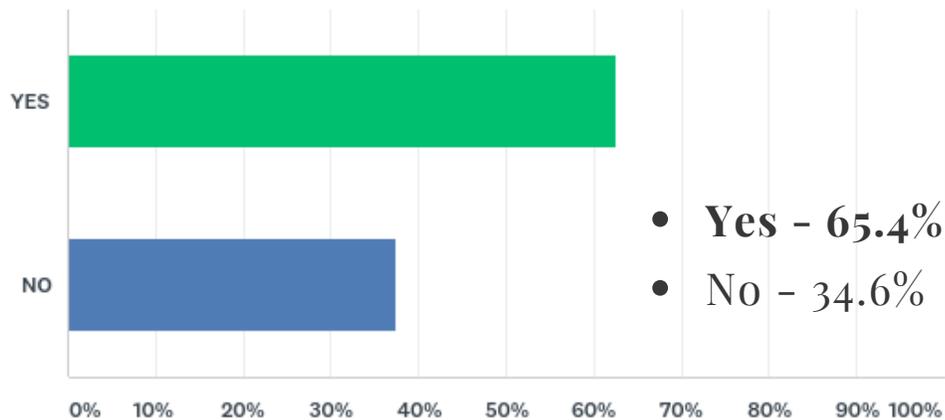


Q4 If yes, what do you understand the event to be?

- Family event
- Street Market
- Community event that closes certain streets down to allow participants to freely ride, walk, etc. through the city.
- Closing streets making it safer to bike and walk, lower pollution
- Open streets event to promote business
- Community health and wellness
- A walk/run/bike event from mission Pasadena to mission San Gabriel
- to get the community together
- A walking biking around event
- Open streets event
- Bikes
- Promoting a community event geared toward healthy active life style
- car show, eclectic festival, parade, pub crawl



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



Q6 If yes, in what way?

- We gave out free coffee
- Sold Ice pops
- Generally closed on Sunday, made effort to open up
- Free bike repairs, rest area
- Special deal for people who participate
- we gave out small samples
- Table out front, did promotion to attract customers
- We offered special for our restaurant
- All day happy hour
- Regular operation
- Open, bottomless mimosa special
- The business was open to participants and also fed volunteers
- opening up, having specials or entertainment

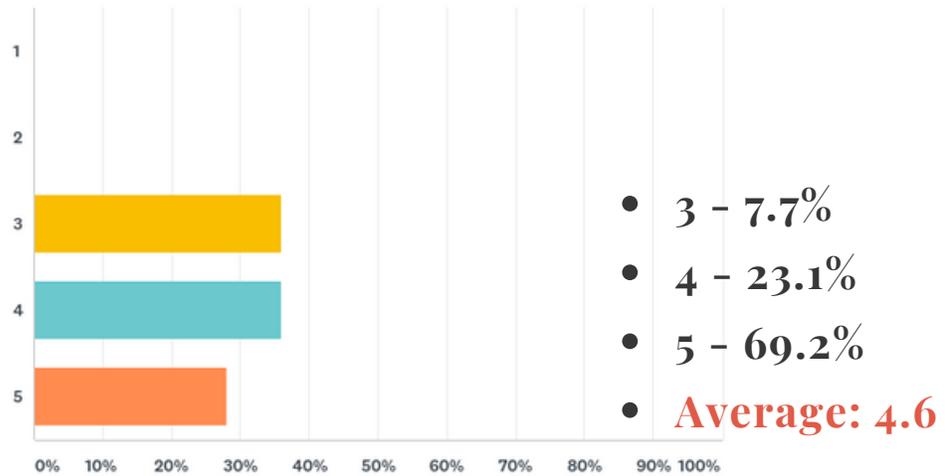


Q7 Did the open streets event bring new or more patrons to you?

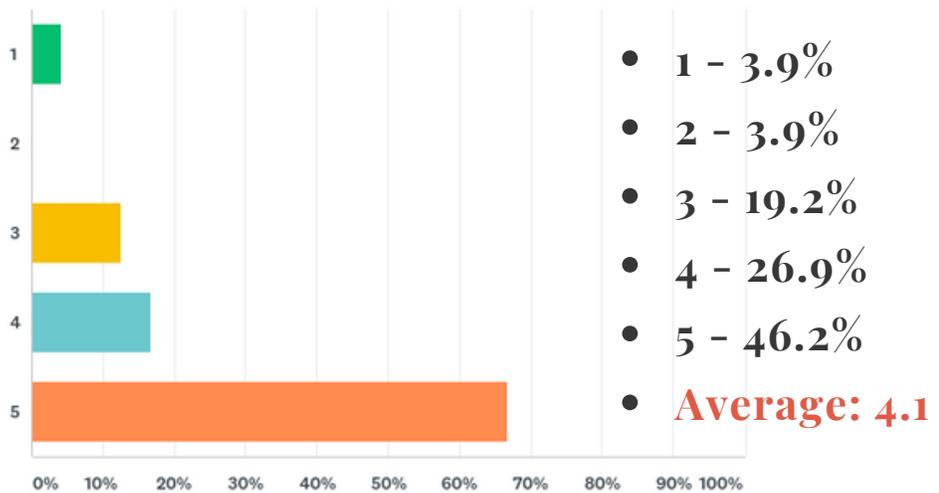
- Yes
- Not really
- Yes, not a lot but some.
- Yes
- Yes, new
- Some
- It brought new guests from the Pasadena area that havent been exposed to our section before
- I'm not sure
- A few new walk-ins
- Yes
- Yes
- Yes
- Was ranked slow day for sales
- Yes it did
- Hard to tell but I believe so
- No
- No
- Yes
- No
- Maybe a few, not enough to consider impactful
- Most definitely always
- Yes
- No
- N/A



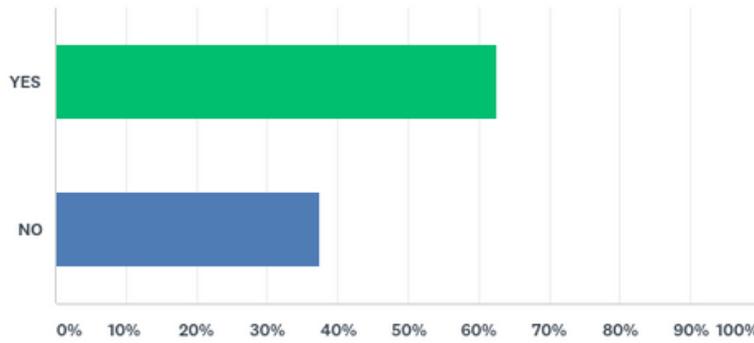
Q8 How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.



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.



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

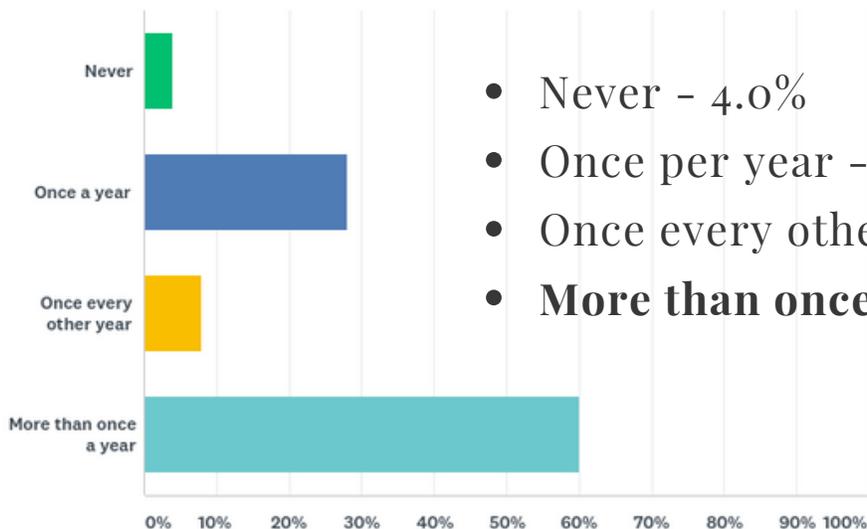


- Yes - 62.50%
- No - 37.50%

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

- \$100-\$150 +
- Double Amount
- extra \$300
- Minor
- 15%-20% increase
- Cant give out
- We're usually closed Sunday
- Not a big difference, actually not many people coming in the store
- 15%-20% increase
- No
- No

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



- Never - 4.0%
- Once per year - 28.0%
- Once every other year - 8%
- **More than once a year - 60%**



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

- Great for the community
- Have a scavenger hunt at different businesses. Get stamp or stickers at certain businesses.
- We are a unique store that likes to participate more with society. Maybe the hub should do like a full event with food trucks, unique store for people to look around. Realize many people don't ride any bike, if the hub are like those farmers market or something like the lunar year event might attract more traffic. Coz this golden street event did not make crowd at the hub because people just passing by, nothing for them or all other people to stop.
- Get more local businesses involved
- More often. Promote more vendors on streets to bring in more people. not just at hubs.
- Sales were impacted no people from the event came to buy, so low volume of customers.
- I thought it was a great outdoor family friendly event. I wish I could have participated with my friends and family if I wasn't working
- N/A
- No, just that it was positive for the people of this town
- Provide Booth/ Beer Garden for businesses
- No
- More advertising :)
- A lot of negative stuff, heard a lot was happening in other cities not San Gabriel. Improve to attract more people to different cities
- Better parking situation, more activities for families & kids music
- No
- As a business we'd like to be more included in the planning process because street closures directly affect the business. Earlier notice would also be appreciated
- More notifications to let businesses know when things are happening
- Only issue was that parking lot was taken away from customers by people attending the event

