

**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 1, 2022.

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

# 626 GOLDEN STREETS

## Active San Gabriel Valley

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**Volunteer Coordination / Community Engagement** - Edward Duong

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**Sasquatch Handlers** - David Diaz and Dale Zapata

626 Golden Streets  
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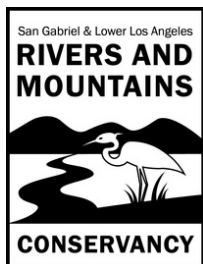
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# SPONSORS

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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) regrouped to brainstorm next steps. Potential routes, cities, and destinations across the San Gabriel Valley were considered, with specific emphasis placed on connectivity to public transit, downtown districts, parks, and sites of historic and cultural significance. Of the many possibilities a route connecting the historic San Gabriel Mission District with Downtown Alhambra and the South Pasadena Mission District rose to the top of the wish list.

On May 19, 2019 the first 626 Golden Streets "Mission-to-Mission" was successfully staged with overwhelming public participation and feedback. Following a two-plus year hiatus of hosting large public events due to the pandemic, ActiveSGV special event organizers followed up with key decision-makers in the three cities regarding an opportunity to re-stage the event in 2022. The 626 Golden Streets planning team was given the green light to pursue competitive grant funding, and in December 2021 subsequently awarded another grant from the Metro Open Streets program. Event organizers then spent the next four months preparing to stage the first 626 Golden Streets ciclovía since October 2019.





# MISSION-TO-MISSION TIMELINE

## June 2021

ActiveSGV reaches out to Mission-to-Mission communities and key stakeholders in the cities of Alhambra, South Pasadena, and San Gabriel to gauge interest in re-staging the 3-city ciclovía.



## December 2021

Metro finalizes Open Streets Program awardees. Mission-to-Mission makes the grade thanks to the Metro Board of Directors' decision to augment program funding..



## May 1, 2022!

626 Golden Streets returns to the SGV after an almost three year hiatus. For the first time a 626 Golden Streets event also takes place under temperate and dry conditions (sunny with a high of 75F). Yay!



## August 2021

ActiveSGV staff draft Mission-to-Mission event proposal and hand over to San Gabriel Valley Council of Governments staff for submission to the Metro Los Angeles Open Streets Program (Cycle 4).



## January 2021

Event planning begins! With less than half the time available to plan the event compared to 2019, the team at ActiveSGV works with staff from the 3 participating communities to coordinate street closures, hub activities, event logistics, and more.







# ***Planning 626 Golden Streets/ Mission-to- Mission***

Facilitated by Active San Gabriel Valley (ActiveSGV) staff, the San Gabriel Valley Council of Governments, and two working groups (one focused on general event planning, and the second on public safety), 626 Golden Streets | Mission-to-Mission 2022 was the fastest open streets event planned in SGV history. Core event coordination was completed in under four months from January to April 2022.

Almost all planning meetings were conducted virtually, in light of shifting pandemic conditions and recommendations from the CDC (e.g., there was another COVID-19 surge in Los Angeles County in January 2021).







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***

**288**  
Volunteers

**15**  
Organizations

**1,324**  
Volunteer Hours



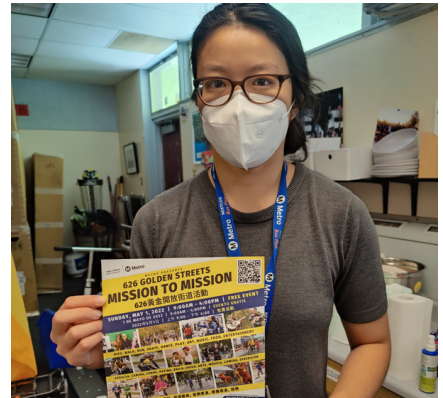
626 Golden Streets would not have been possible without tremendous volunteer support. Over 250 volunteers from across the (626) and Southern California converged on event day to staff intersections, support activity hubs, assist at information booths, help survey participants, and provide roadside assistance to attendees. The estimated value of all this support, over \$39,653 according to the California Non-Profit volunteer calculator

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 Blossom Market Hall in San Gabriel in June 2022.





# OUTREACH

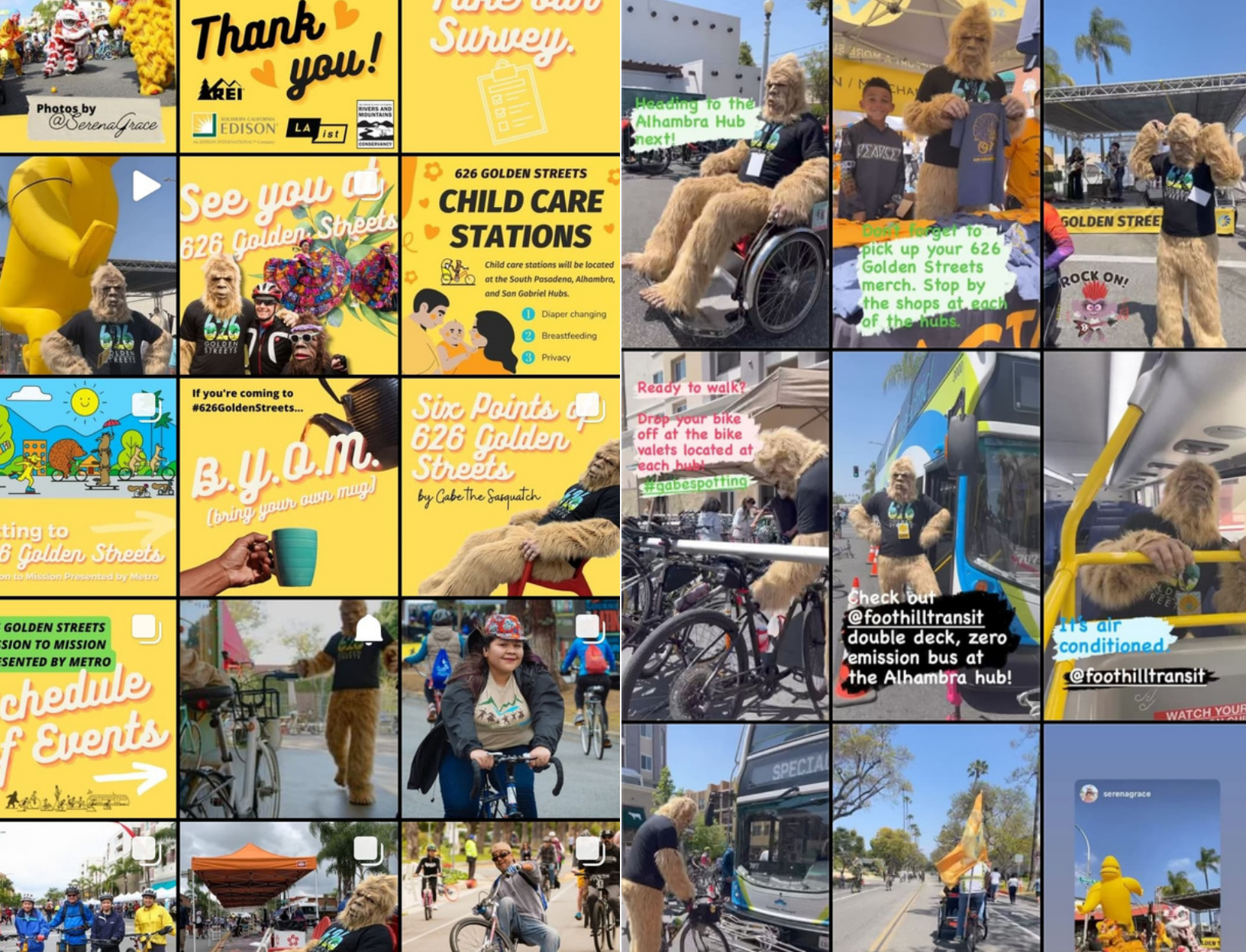


Mission-to-Mission was the second 626 Golden Streets ciclovía in the cities of Alhambra and San Gabriel, and third in South Pasadena. As a result, many residents of the participating communities were familiar with the event, making it possible to educate and inform the public about the return of open streets in less than four months!

To do so the outreach team employed a number of tried and tested strategies, as well as a few new ones. Specific outreach methods included multi-lingual flyers and posters in 3 languages (Chinese, Spanish, English); street banners in Alhambra, South Pasadena, and San Gabriel; lamp post banners in San Gabriel; yard signs; two community "Exploratory" rides; interactive tabling at 15 public events; mailers to over 20,000 local households; a text message to over 37,000 residents of the three cities; social media posts on Instagram, Facebook, and Twitter; and of course a friendly, vegan, photogenic mascot: Gabe the Sasquatch!







# SOCIAL MEDIA

PROMOTING THE EVENT TO  
THE MASSES

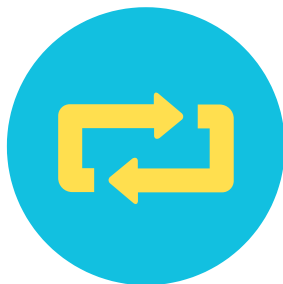
Over 1000 Instagram posts  
were generated under the  
#626GoldenStreets hashtag.

## 45.01%

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



# PARTICIPANT SURVEY



**98.6%**

would like to see open streets events like this in their neighborhood.



**53.3%**

were attending their first open streets event.



**356**

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



**89.5%**

planned to buy food/drink along the event route.



**27.9%**

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







# BUSINESS FEEDBACK

ActiveSGV staff interviewed # businesses along the route on event day (Sunday, May 1, 2022), and successfully interviewed # 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 4. Business types included bars, coffee shops, ice cream vendors, restaurants, boba shops, a music store, skate shop and more. The list of specific businesses surveyed can be found below.

## *San Gabriel (8)*

- Dancing Spoons
- Factory Tea Bar
- Honey & Hive
- Love to Go
- Luna
- Pulcianos Deli & Cafe
- Rori's Artisanal Creamery
- Thai Paradise

## *Alhambra (10)*

- Bagel Exchange
- Charlie's Trio Cafe
- Comic Cellar
- Pepper Lunch
- RA House of CBD
- Rick's Dinner
- Skateshop Pizza
- Street Records
- Tasty Pot
- Yang's Kitchen

## *South Pasadena (10)*

- 1011 Beauty Salon
- Aro
- Hodgson's Antique
- La Monarca
- The Munch Company
- Radhika
- South Pasadena Music Records pop-up
- STIX SGV
- Teamorrow
- Videotheque







***100% of businesses surveyed (26 of 26) indicated they would like to see the event return to this street at another point in the future. Of these 100% indicated they would like to see "open streets" on at least an annual basis, with many requesting bi-annual events.***

On event day 76.9% of businesses surveyed indicated they were familiar with the "Open Streets" event concept. 59.3% stated they were actively participating in or interacting with the event (e.g., activated storefront). When asked whether they believe the event brings additional recognition to their products or services, 85.7% 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: 4.3) and on your community (average score 4.9). 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, 88.0% responded 'Yes', 4.0% 'No', and 8.0% '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 ciclovía for the cities of San Gabriel and Alhambra. A few unexpected challenges organizers faced on 5/1/22 included a table and umbrella vendor showing up after 9am and driving onto the event route in the Alhambra Hub and a film crew shooting an unrelated commercial project on event day adjacent to the downtown Alhambra Hub, which created some logistics issues insofar as competing ingress/egress of vehicles).

Recommendations from the working group post event included making the event an hour shorter (per Alhambra staff participation dropped the last hour from 3-4pm, and vendors were tired / had run out of items; ensuring vendors respect the setup times; stage took a long time to break down and became a problem when the barricades were removed (more time needed for this element); generator failed at one point during the day (couldn't handle capacity); providing more education to vendors about opportunities to reduce single-use waste/trash; and considering a trailer stage or rollaway something that can more easily move in and out; adding more booths/ tables for people who are not biking and just walking around; providing more educational outreach to local businesses so they are very aware of what participation in the event could look like (some expressed having known about the event & road closures, but not necessarily how they could participate); further incentivizing reusable items by asking business to offer a discount if you bring your own cup; piloting a voucher system for volunteer lunches (rather than having to distribute across route); placing some portable restrooms along the event route, especially in any areas where there's a long distance between restroom facilities to support volunteers stationed on route; and placing all restrooms within direct sightline of event route (not the case in downtown Alhambra).







## CLOSING

The team at ActiveSGV would like to thank everyone who helped plan, promote, and participate in the second 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.

#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)
- Nzhde Matevosyan (Public Works)
- Rebecca Perez (Community Services)
- Matthew Morales-Stevens (Recreation Department)
- Kevin Murphy (Fire Department)
- Dan Gosserand (Police Department)

## City of South Pasadena

- Ted Gerber (Public Works)
- Eric Zanteson (Fire Department)
- Chris Szenczi (Fire Department)
- Shannon Robledo (Fire Department)
- Mike Sanchez (Fire Department)

## City of Alhambra

- Alhambra City Staff
- Alhambra City Council

## San Gabriel Valley Council of Governments

- Samuel Pedersen
- Katie Ward
- Stephanie Wong

## California Conservation Corps

- Duane Wilson
- Lisa Taylor
- Edgar Lino
- Melissa Duarte
- Stavros Ofidis
- Bryan Slade
- Mike West
- Glen Cabahug
- Jaleel Lucas





## Volunteer Groups

- CA Conservation Corps
- Citizens Climate Lobby Pasadena./Foothill Chapter
- San Gabriel Valley Conservation Corps
- Rebellion Nation
- Lion Heart Girls of Pasadena
- San Gabriel High School Karebares
- Starbucks Alhambra / Main St
- Gabrielino Key Club
- Southern California Edison
- Alhambra Junior Civillion
- Alhambra Save the Child
- Arcadia High School
- El Monte High School
- SGV: The Way
- Sandra Rodriguez (Alhambra High School Track)



## Event Photographers

- Serena Liu
- Bryan Zaragoza
- Tim Hans
- Otto Sayes
- Ernest Lee
- Andy Rodriguez

## Amazing Friends of #GabeTheSasquatch

- Dan Sipple, 626 Event Logos and Design, Dan Sipple Illustration
- Alexander Montegue Watts
- Andy Au, Alhambra Stage Manager
- Chris and Nellie Tran, Blossom Market Hall
- John Jones III, East Side Riders Bike Club
- Sean Talkington and Carla Alcibar, The Cub House





# MEDIA COVERAGE

**01** CBS Los Angeles (video)  
tinyurl.com/2p8fshpp

**02** Streetsblog LA  
tinyurl.com/5e2zjkef

**03** NBC Los Angeles  
tinyurl.com/2hv6m7cd

**04** Colorado Blvd  
tinyurl.com/59w8jm2w

**05** Spectrum News 1  
tinyurl.com/2p848bax

**06** South Pasadenan  
tinyurl.com/yxwnr9n8

**07** Colorado Blvd  
tinyurl.com/yjxwr36f



626 Golden Streets Returns May 1  
Alhambra, San Gabriel



by Painter • Published February 28, 2022 • Updated on February 28, 2022



## Everything You Need To Know About 626 Golden Streets on May 1

818 SHARES f Share



**04**



vent 626 Golden Streets returns to

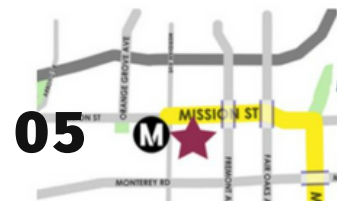
TRAFFIC

## 626 Golden Streets returns to car-free streets on May 1

BY SUSAN CARPENTER | SGV & GL  
PUBLISHED 9:00 AM PT MAY. 01, 2022

It is daunting to ride a bicycle fans of car-free transport will h vehicular traffic.

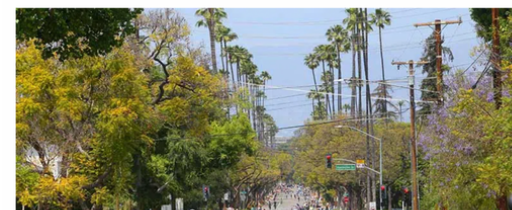
On Sunday, as part of the 626 skateboards, e-assist wheelch allowed on some major thorough



105 SHARES f Share



Editor's Note: This article was first published in our 2022 May Print edition.





# 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. 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
5. Do you perceive this Open Streets event as improving this neighborhood/community?  
☐ YES ☐ NO ☐ DON'T KNOW
6. How did you arrive at today's event?
  - a. Automobile
  - b. Bike
  - c. Walk
  - d. Other wheeled device
  - e. Transit (Rail)
  - f. Transit (Bus)
7. 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
8. 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
9. After today's event, your use of transit is likely to:  
☐ Increase ☐ Stay the same ☐ Decrease ☐ Don't know
10. 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
11. 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
12. Would you like to see this event in your neighborhood? ☐ YES ☐ NO
13. If yes, how often?  
☐ Yearly ☐ 2-5 times/year ☐ 6-10 times/year ☐ Monthly ☐ Weekly
14. Did you (or do you plan to) buy any food or drinks along the event route? ☐ YES ☐ NO
15. 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.

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

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

**17. 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 |                          |

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

- |                   |             |                |
|-------------------|-------------|----------------|
| a. South Pasadena | b. Alhambra | c. San Gabriel |
|-------------------|-------------|----------------|

**19. 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

**20. 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                         |                                 |

21. Zip Code: \_\_\_\_\_ 22. Age: \_\_\_\_\_ 23. Gender: \_\_\_\_\_

**24. 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**

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

**26. Would you like to be entered into a raffle for completing this survey? If yes, please provide your email below. ☐ YES ☐ NO**

27. Name: \_\_\_\_\_ 28. Phone: \_\_\_\_\_

29. Email: \_\_\_\_\_

**30. Comments/Feedback/Suggestions for event organizers:**

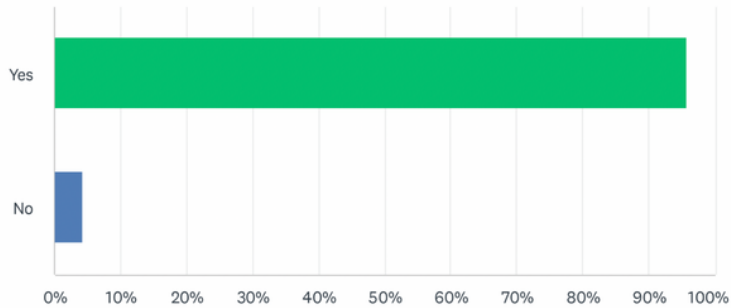




# Participant Survey Results

## Q1 Are you participating in the event today?

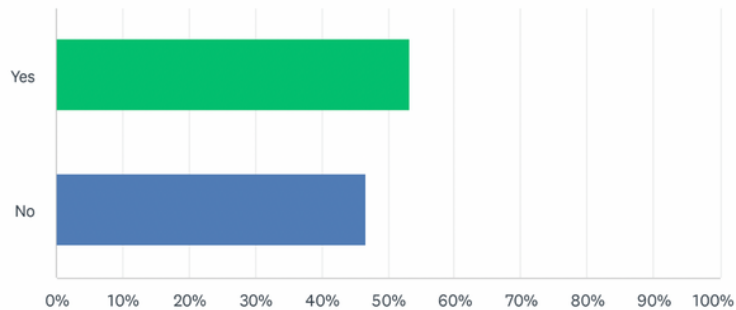
Answered: 356 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 95.79%    | 341 |
| No             | 4.21%     | 15  |
| TOTAL          |           | 356 |

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

Answered: 353 Skipped: 3



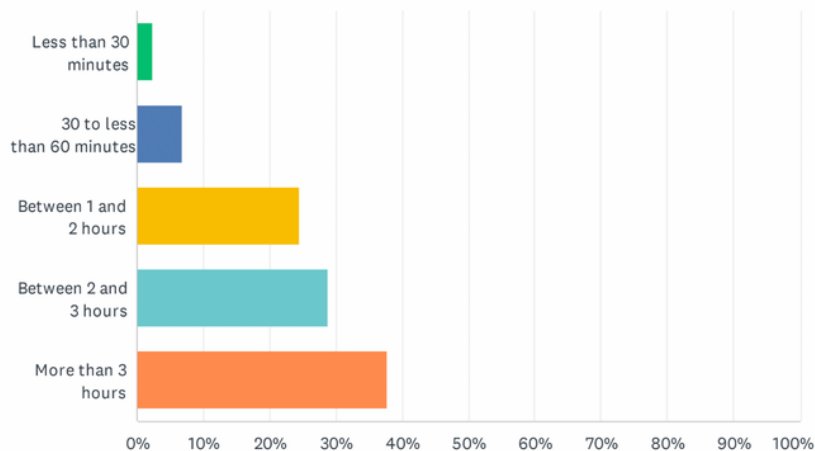
| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 53.26%    | 188 |
| No             | 46.74%    | 165 |
| TOTAL          |           | 353 |





Q4 How long are you staying at the Open Streets event today?

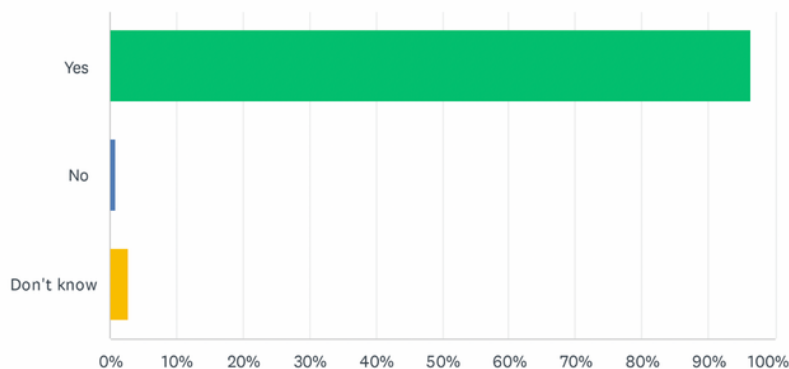
Answered: 355 Skipped: 1



| ANSWER CHOICES             | RESPONSES |     |
|----------------------------|-----------|-----|
| Less than 30 minutes       | 2.25%     | 8   |
| 30 to less than 60 minutes | 6.76%     | 24  |
| Between 1 and 2 hours      | 24.51%    | 87  |
| Between 2 and 3 hours      | 28.73%    | 102 |
| More than 3 hours          | 37.75%    | 134 |
| TOTAL                      |           | 355 |

Q5 Do you perceive this Open Streets event as improving this neighborhood/community?

Answered: 351 Skipped: 5



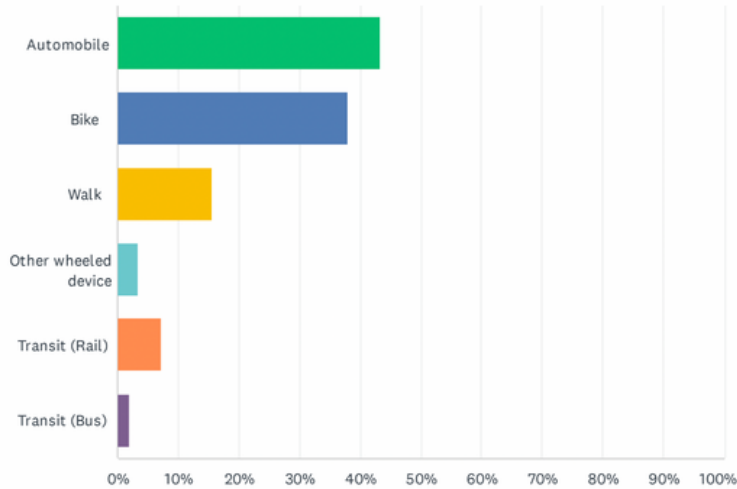
| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 96.30%    | 338 |
| No             | 0.85%     | 3   |
| Don't know     | 2.85%     | 10  |
| TOTAL          |           | 351 |





## Q6 How did you arrive at today's event? (select all that apply)

Answered: 354 Skipped: 2



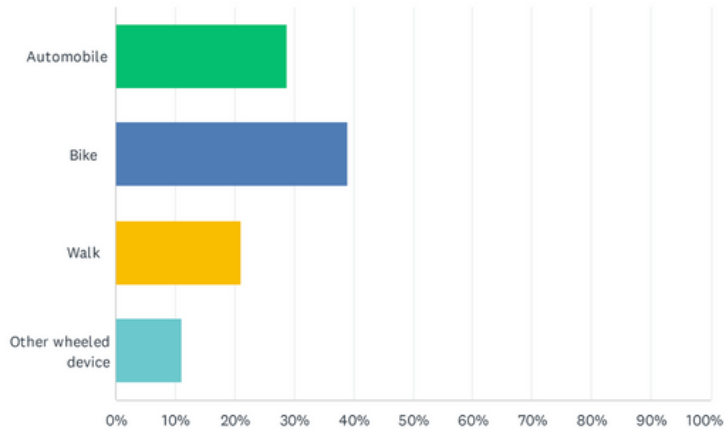
| ANSWER CHOICES         | RESPONSES |     |
|------------------------|-----------|-----|
| Automobile             | 43.22%    | 153 |
| Bike                   | 37.85%    | 134 |
| Walk                   | 15.54%    | 55  |
| Other wheeled device   | 3.39%     | 12  |
| Transit (Rail)         | 7.34%     | 26  |
| Transit (Bus)          | 1.99%     | 7   |
| Total Respondents: 354 |           |     |

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## Q7 If you used Metro for transportation to this event, how did you access Metro today?

Answered: 118 Skipped: 238

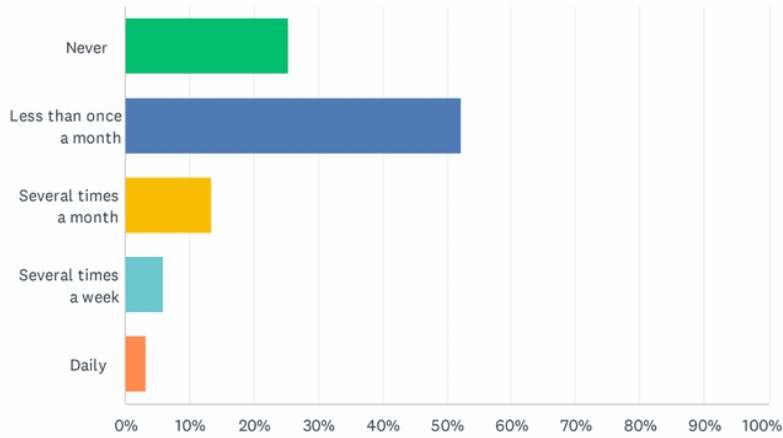


| ANSWER CHOICES       | RESPONSES |     |
|----------------------|-----------|-----|
| Automobile           | 28.81%    | 34  |
| Bike                 | 38.98%    | 46  |
| Walk                 | 21.19%    | 25  |
| Other wheeled device | 11.02%    | 13  |
| TOTAL                |           | 118 |



## Q8 Do you ever ride Metro? (i.e. rail, bus)

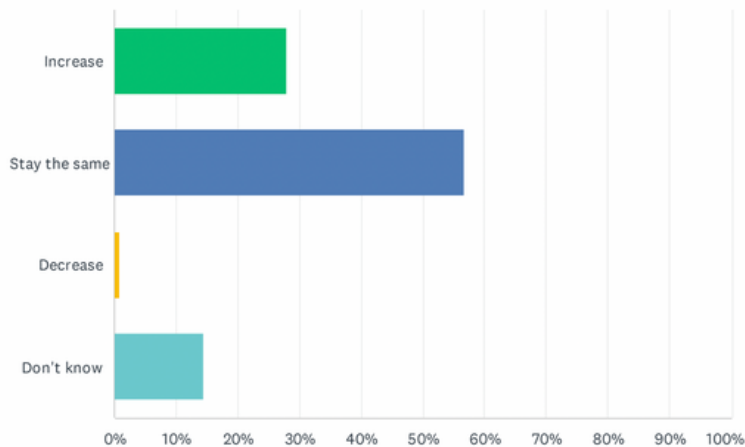
Answered: 352 Skipped: 4



| ANSWER CHOICES         | RESPONSES |     |
|------------------------|-----------|-----|
| Never                  | 25.28%    | 89  |
| Less than once a month | 52.27%    | 184 |
| Several times a month  | 13.35%    | 47  |
| Several times a week   | 5.97%     | 21  |
| Daily                  | 3.13%     | 11  |
| TOTAL                  |           | 352 |

## Q9 After today's event, your use of transit is likely to:

Answered: 351 Skipped: 5



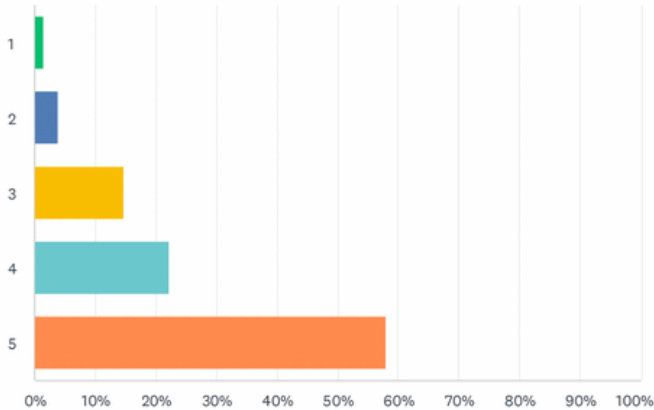
| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Increase       | 27.92%    | 98  |
| Stay the same  | 56.70%    | 199 |
| Decrease       | 0.85%     | 3   |
| Don't know     | 14.53%    | 51  |
| TOTAL          |           | 351 |





Q10 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.)

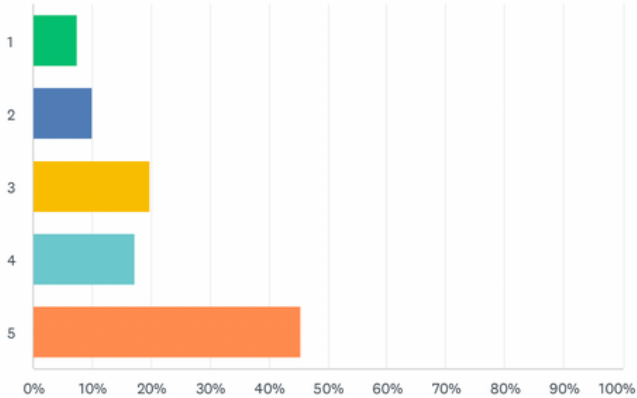
Answered: 347    Skipped: 9



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| 1              | 1.44%5    |
| 2              | 3.75%13   |
| 3              | 14.70%51  |
| 4              | 22.19%77  |
| 5              | 57.93%201 |
| TOTAL          | 347       |

Q11 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: 352    Skipped: 4

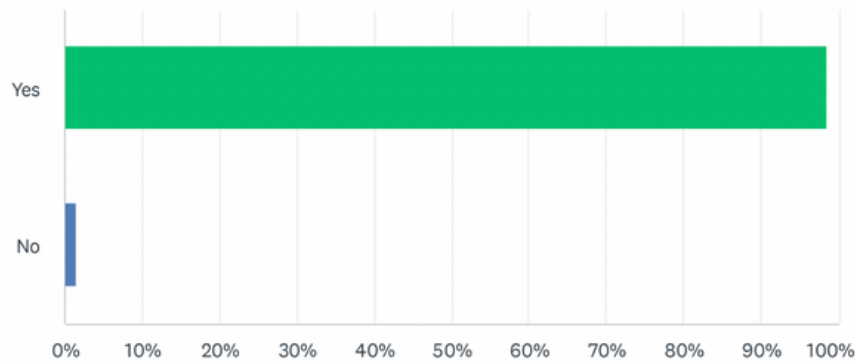


| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| 1              | 7.39%26   |
| 2              | 9.94%35   |
| 3              | 19.89%70  |
| 4              | 17.33%61  |
| 5              | 45.45%160 |
| TOTAL          | 352       |



## Q12 Would you like to see this event in your neighborhood?

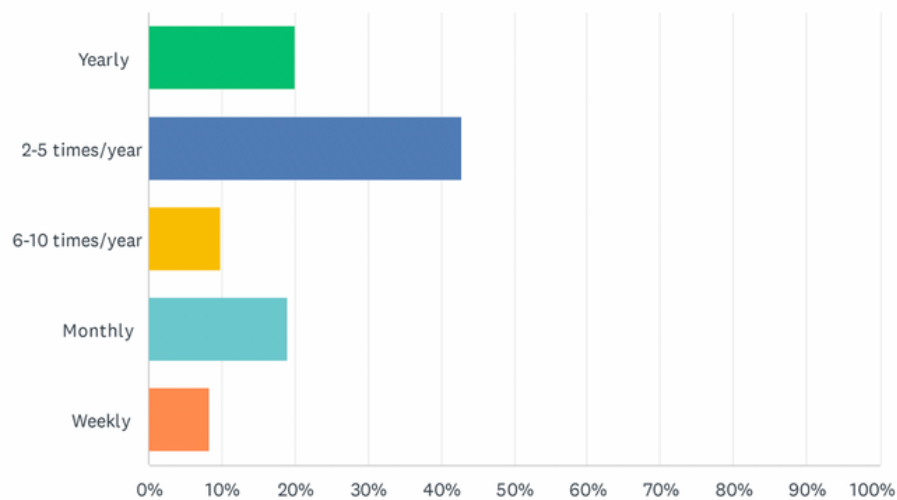
Answered: 354 Skipped: 2



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 98.59%    | 349 |
| No             | 1.41%     | 5   |
| TOTAL          |           | 354 |

## Q13 If yes, how often?

Answered: 348 Skipped: 8



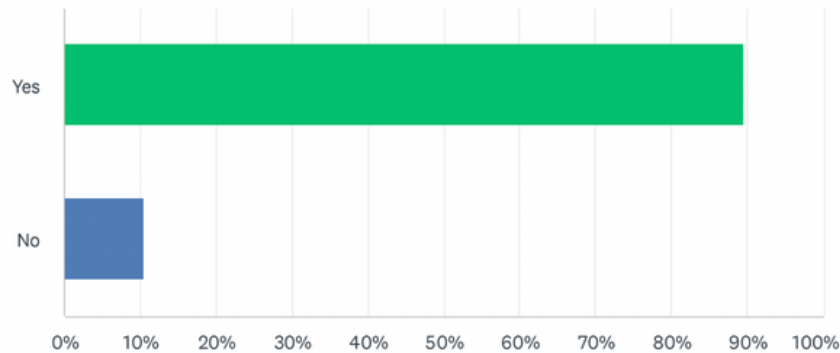
| ANSWER CHOICES  | RESPONSES |     |
|-----------------|-----------|-----|
| Yearly          | 20.11%    | 70  |
| 2-5 times/year  | 42.82%    | 149 |
| 6-10 times/year | 9.77%     | 34  |
| Monthly         | 18.97%    | 66  |
| Weekly          | 8.33%     | 29  |
| TOTAL           |           | 348 |





## Q14 Did you (or do you plan to) buy any food or drinks along the event route?

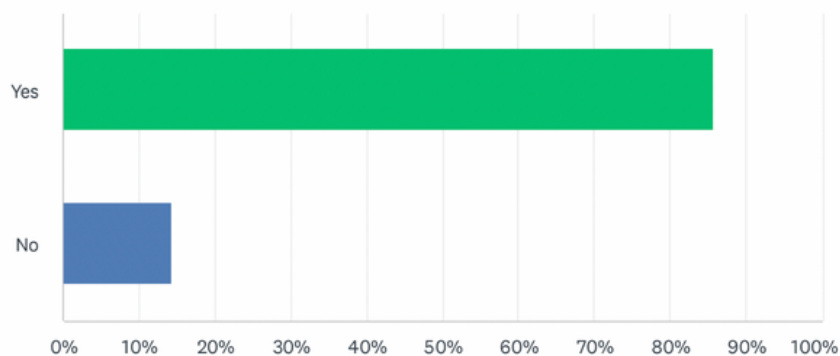
Answered: 351 Skipped: 5



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 89.46%    | 314 |
| No             | 10.54%    | 37  |
| TOTAL          |           | 351 |

## Q15 Did you (or do you plan to) shop at any local businesses along the event route?

Answered: 350 Skipped: 6

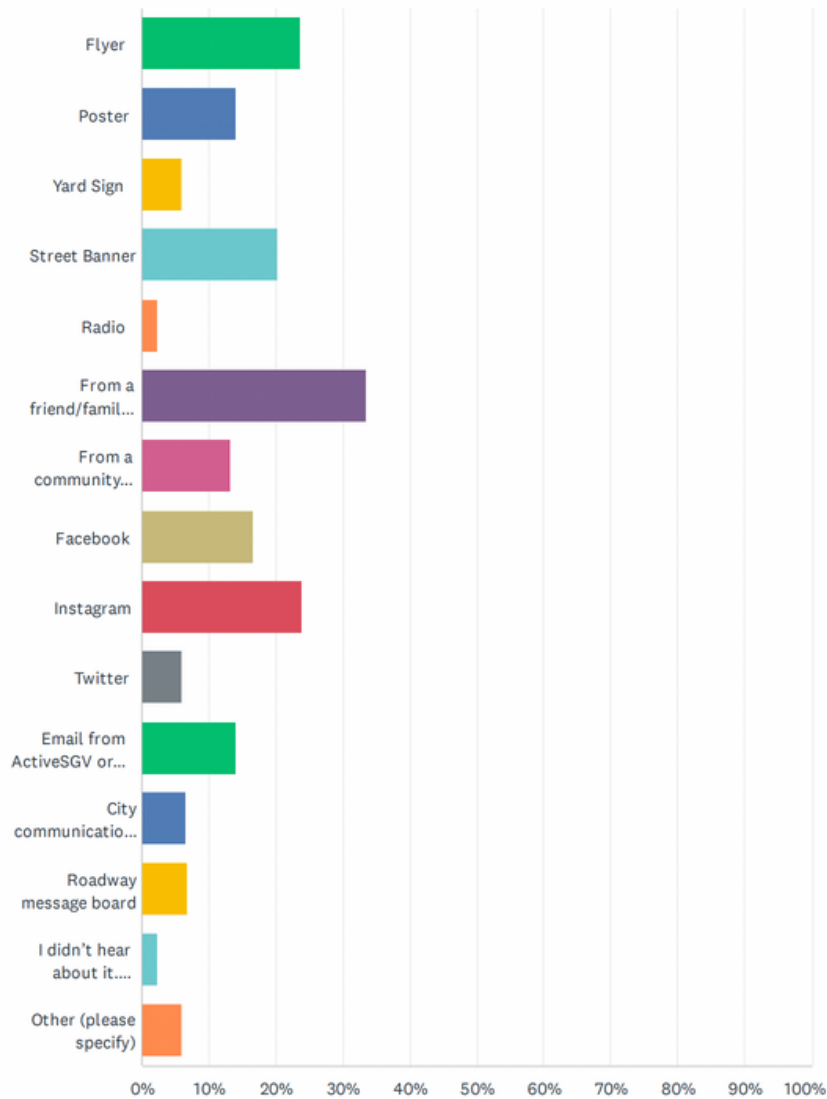


| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 85.71%    | 300 |
| No             | 14.29%    | 50  |
| TOTAL          |           | 350 |



## Q16 How did you hear about 626 Golden Streets? (select all that apply)

Answered: 335 Skipped: 21



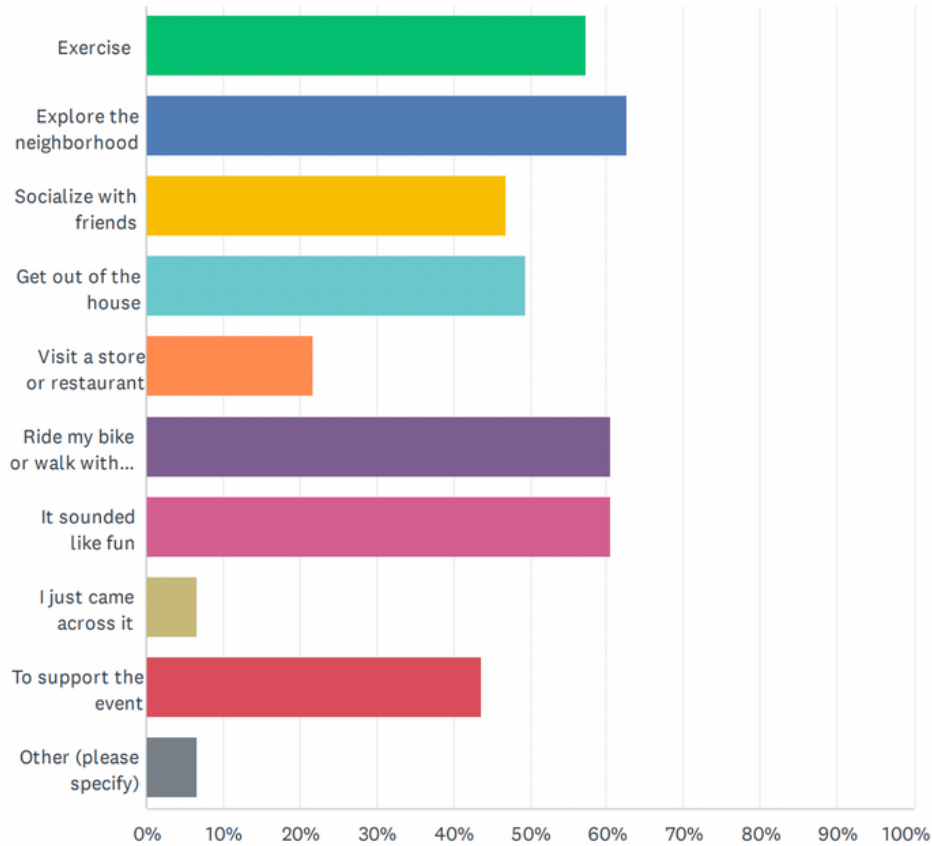
| ANSWER CHOICES                             | RESPONSES |     |
|--|-----------|-----|
| Flyer                                      | 23.58%    | 79  |
| Poster                                     | 14.03%    | 47  |
| Yard Sign                                  | 5.97%     | 20  |
| Street Banner                              | 20.30%    | 68  |
| Radio                                      | 2.39%     | 8   |
| From a friend/family member/coworker       | 33.43%    | 112 |
| From a community organization              | 13.13%    | 44  |
| Facebook                                   | 16.72%    | 56  |
| Instagram                                  | 23.88%    | 80  |
| Twitter                                    | 5.97%     | 20  |
| Email from ActiveSGV or 626 List           | 14.03%    | 47  |
| City communication (email, notice)         | 6.57%     | 22  |
| Roadway message board                      | 6.87%     | 23  |
| I didn't hear about it. Happened across it | 2.39%     | 8   |
| Other (please specify)                     | 5.97%     | 20  |
| Total Respondents: 335                     |           |     |





## Q17 What are the main reasons you came to 626 Golden Streets? (select all that apply)

Answered: 337 Skipped: 19

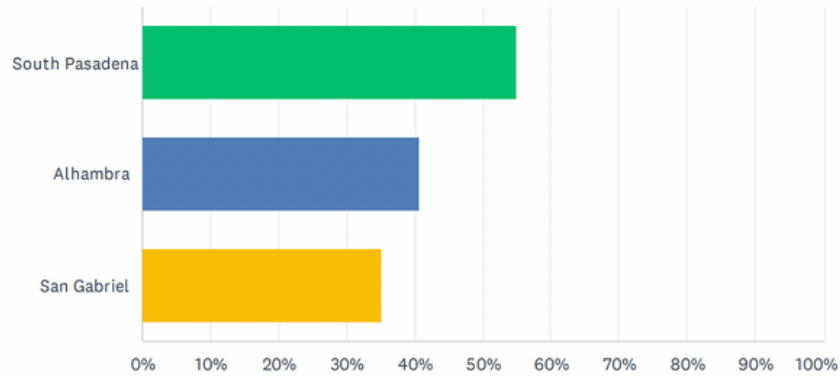


| ANSWER CHOICES                                      | RESPONSES |     |
|---|-----------|-----|
| Exercise  | 57.27%    | 193 |
| Explore the neighborhood                            | 62.61%    | 211 |
| Socialize with friends                              | 46.88%    | 158 |
| Get out of the house                                | 49.55%    | 167 |
| Visit a store or restaurant                         | 21.66%    | 73  |
| Ride my bike or walk without worrying about traffic | 60.53%    | 204 |
| It sounded like fun                                 | 60.53%    | 204 |
| I just came across it                               | 6.53%     | 22  |
| To support the event                                | 43.62%    | 147 |
| Other (please specify)                              | 6.53%     | 22  |
| Total Respondents: 337                              |           |     |



## Q18 Was this your first time visiting any of the following communities? (select all that apply)

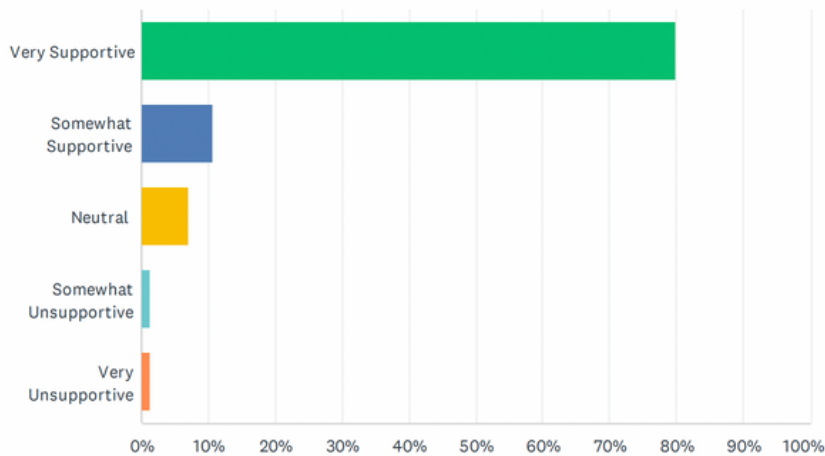
Answered: 91 Skipped: 265



| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| South Pasadena        | 54.95%    | 50 |
| Alhambra              | 40.66%    | 37 |
| San Gabriel           | 35.16%    | 32 |
| Total Respondents: 91 |           |    |

## Q19 Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (select one):

Answered: 331 Skipped: 25



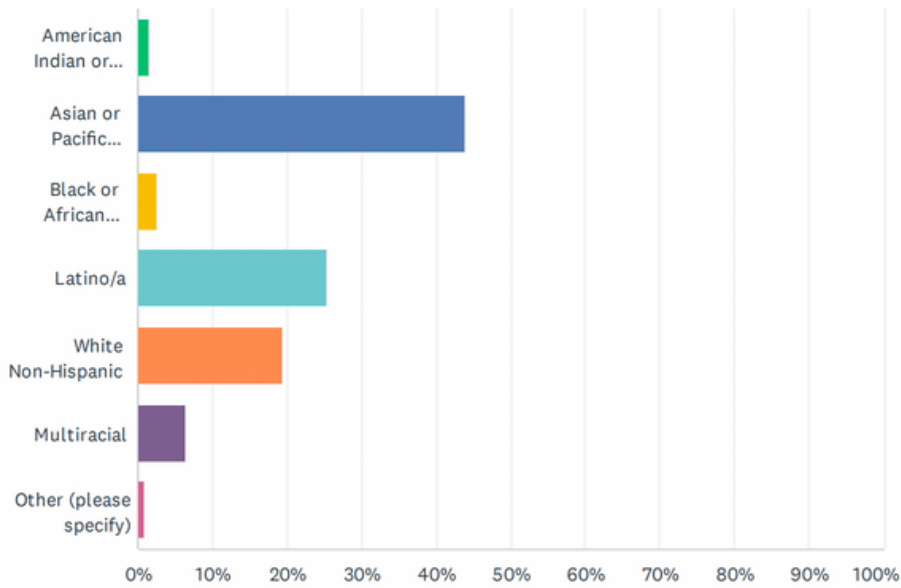
| ANSWER CHOICES        | RESPONSES |     |
|-----------------------|-----------|-----|
| Very Supportive       | 80.06%    | 265 |
| Somewhat Supportive   | 10.57%    | 35  |
| Neutral               | 6.95%     | 23  |
| Somewhat Unsupportive | 1.21%     | 4   |
| Very Unsupportive     | 1.21%     | 4   |
| TOTAL                 |           | 331 |





## Q20 Which one of the following best describes you?

Answered: 324 Skipped: 32



| ANSWER CHOICES                   | RESPONSES |            |
|----------------------------------|-----------|------------|
| American Indian or Alaska Native | 1.54%     | 5          |
| Asian or Pacific Islander        | 43.83%    | 142        |
| Black or African American        | 2.47%     | 8          |
| Latino/a                         | 25.31%    | 82         |
| White Non-Hispanic               | 19.44%    | 63         |
| Multiracial                      | 6.48%     | 21         |
| Other (please specify)           | 0.93%     | 3          |
| <b>TOTAL</b>                     |           | <b>324</b> |



# 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? \_\_\_\_\_**

**7. Would you like to be entered into a raffle for completing this survey? If yes, please provide your email below.** ☐ YES ☐ NO

**8. Email: \_\_\_\_\_**



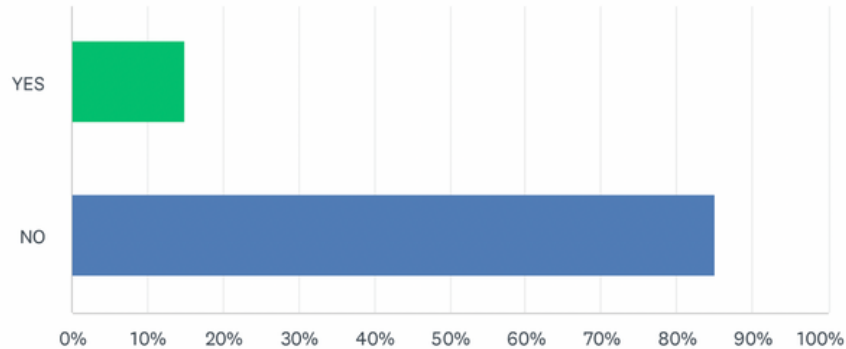


# Rail Survey Results

ActiveSGV staff and volunteers surveyed 20 Metro Gold Line users at the South Pasadena Station during the event on 5/1/22. The anonymous survey included 7 questions. Only personal information requested was zip code.

## Q2 Is this your first time riding Metro rail?

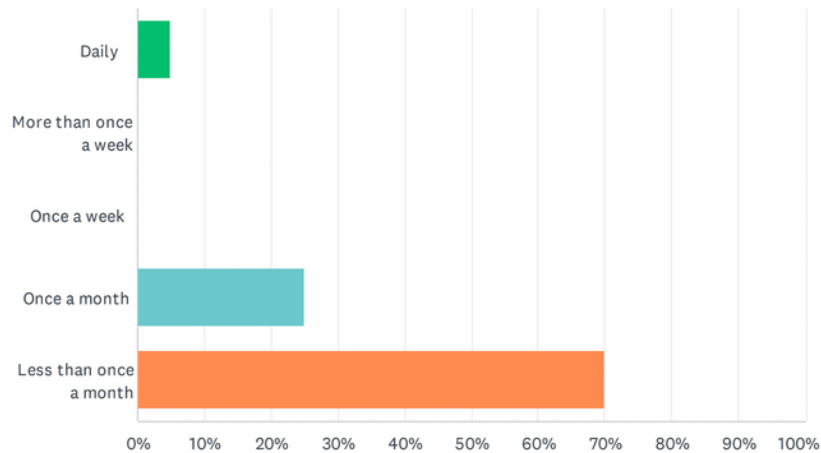
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 15.00%    | 3  |
| NO             | 85.00%    | 17 |
| TOTAL          |           | 20 |

## Q3 What best describes your use of public transit?

Answered: 20 Skipped: 0

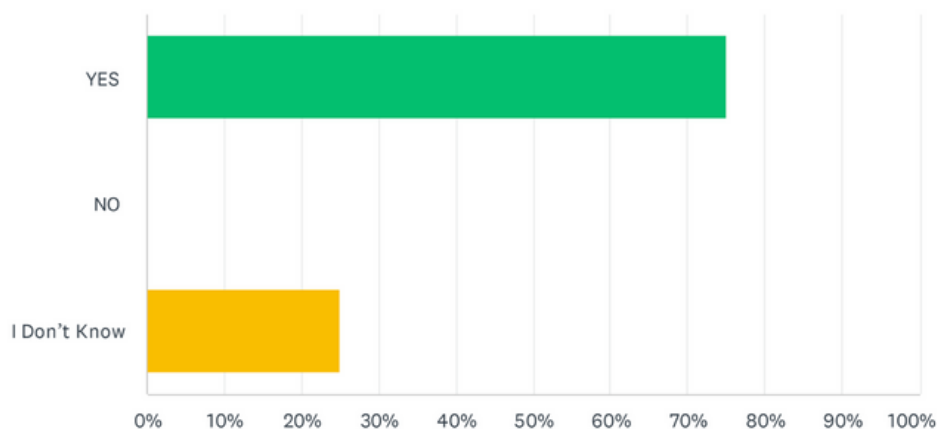


| ANSWER CHOICES         | RESPONSES |    |
|------------------------|-----------|----|
| Daily                  | 5.00%     | 1  |
| More than once a week  | 0.00%     | 0  |
| Once a week            | 0.00%     | 0  |
| Once a month           | 25.00%    | 5  |
| Less than once a month | 70.00%    | 14 |
| TOTAL                  |           | 20 |



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

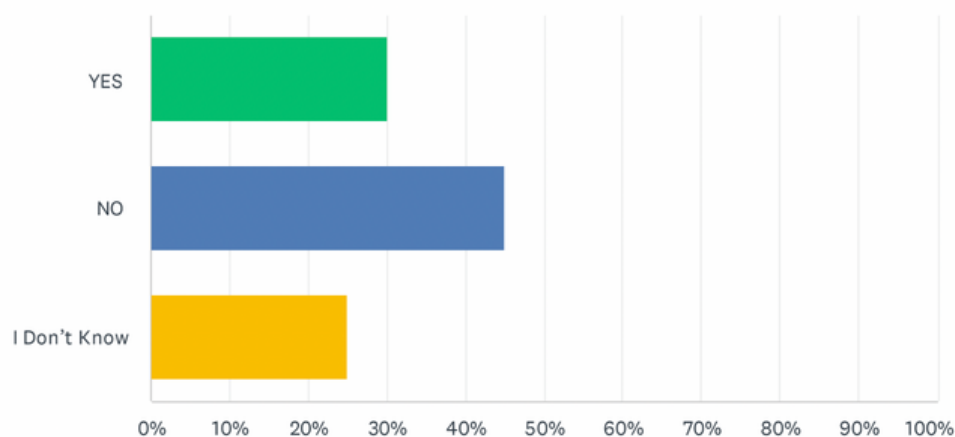
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 75.00%    | 15 |
| NO             | 0.00%     | 0  |
| I Don't Know   | 25.00%    | 5  |
| TOTAL          |           | 20 |

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

Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 30.00%    | 6  |
| NO             | 45.00%    | 9  |
| I Don't Know   | 25.00%    | 5  |
| TOTAL          |           | 20 |





# 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 Interview (Event Day)***

- Sample size - 28 businesses
- Conducted in person by ActiveSGV staff in each participating City on event day
- Completed on 5/1/22 (1-3pm)
- Participating businesses listed below

## **San Gabriel (8)**

- Dancing Spoons
- Factory Tea Bar
- Honey & Hive
- Love to Go
- Luna
- Pulcianos Deli & Cafe
- Rori's Artisanal Creamery
- Thai Paradise

## **Alhambra (10)**

- Bagel Exchange
- Charlie's Trio Cafe
- Comic Cellar
- Pepper Lunch
- RA House of CBD
- Rick's Dinner
- Skateshop Pizza
- Street Records
- Tasty Pot
- Yang's Kitchen

## **South Pasadena (10)**

- 1011 Beauty Salon
- Aro
- Hodgson's Antique
- La Monarca
- The Munch Company
- Radhika
- South Pasadena Music Records pop-up
- STIX SGV
- Teamorrow
- Videotheque

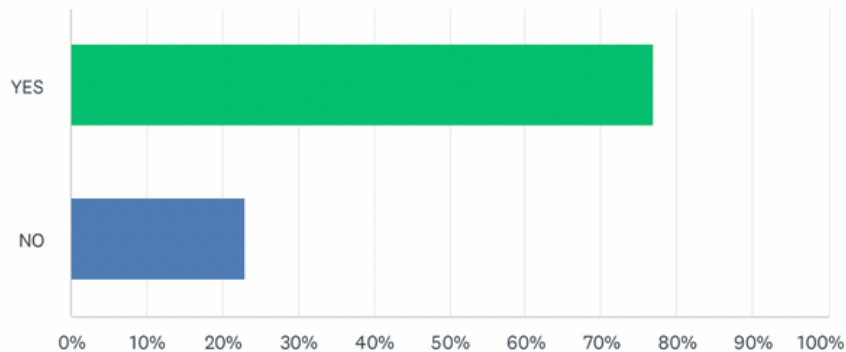


# Business Interview (Event Day)

- Sample size - 28 businesses
- Conducted in person by ActiveSGV staff in each participating City on event day
- Completed on 5/1/22 (1-3pm)

## Q3 Are you familiar with the open streets event today?

Answered: 26 Skipped: 2



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 76.92%    | 20 |
| NO             | 23.08%    | 6  |
| TOTAL          |           | 26 |

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

Answered: 13 Skipped: 15

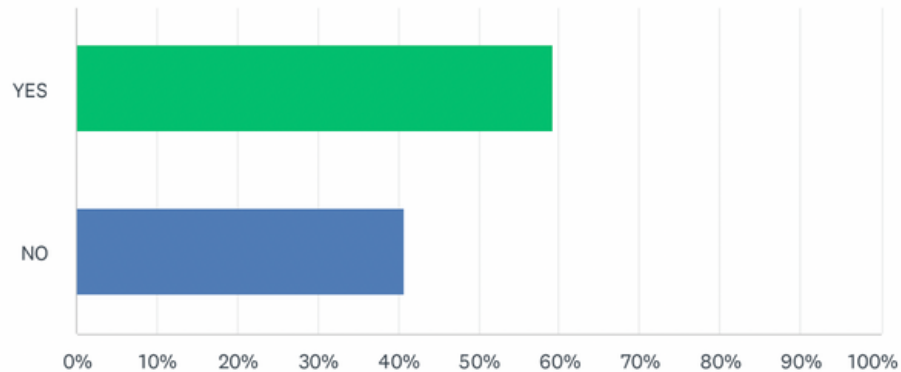
| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | bike ride   | 5/11/2022 3:34 PM  |
| 2  | biking event  | 5/11/2022 3:28 PM  |
| 3  | to celebrate women run businesses & bike event                      | 5/11/2022 3:24 PM  |
| 4  | bike community event?   | 5/11/2022 3:20 PM  |
| 5  | bike riding   | 5/10/2022 1:59 PM  |
| 6  | It is a community event that brings family/friends together to walk | 5/10/2022 1:54 PM  |
| 7  | walk mission to mission   | 5/10/2022 1:50 PM  |
| 8  | clean air, ride bike, exercise                                      | 5/10/2022 11:34 AM |
| 9  | biking, 9am-4pm hours, someone told her about the closures          | 5/10/2022 11:19 AM |
| 10 | family, fun   | 5/10/2022 11:16 AM |
| 11 | road closures, bike friendly active for people                      | 5/10/2022 11:11 AM |
| 12 | more local scene, people get to experience the community            | 5/10/2022 11:08 AM |
| 13 | Bike ride event   | 5/10/2022 11:02 AM |





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

Answered: 27 Skipped: 1



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 59.26%    | 16 |
| NO             | 40.74%    | 11 |
| TOTAL          |           | 27 |

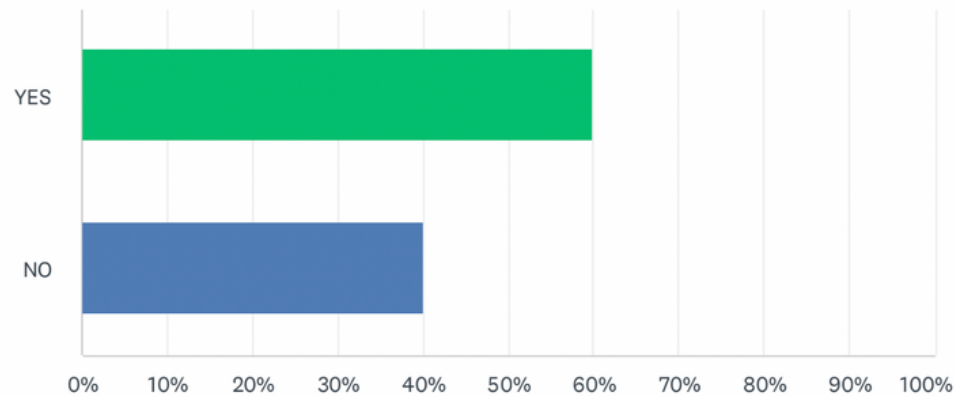
## Q7 If Yes, in what way will your business participate and/or interact with today's event? ?

- we have deals for our pizzas
- provide parking to load & unload equipment for the event
- booth
- They opened for the event- they normally don't open on Sundays
- I put tree soap samples for everyone to grab
- she only received a flyer, would have liked to have been approached to prepare about what she could have done
- decided to open Sunday (normally not open Sunday)
- people are patronizing their business, vendors stopping in
- being open on Sundays (they normally don't open on Sundays)
- just by being open, more people attending their business
- grilling, dine in promotion
- open, has happy hour



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

Answered: 25    Skipped: 3



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 60.00%    | 15 |
| NO             | 40.00%    | 10 |
| TOTAL          |           | 25 |

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

- social media
- social media
- online
- instagram
- their sale
- IG, FB, Yelp
- Social media IG and FB
- FB, Yelp
- IG, FB, Yelp
- FB, IG
- IG, Blossom Market Hall instagram
- not too active though
- social media, catering events, online marketing



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

- yes
- yes
- yes
- yes
- yes
- yes
- yes
- totally
- yes, they provided food for staff, volunteers
- yes
- unsure
- yes
- yes/no
- yes





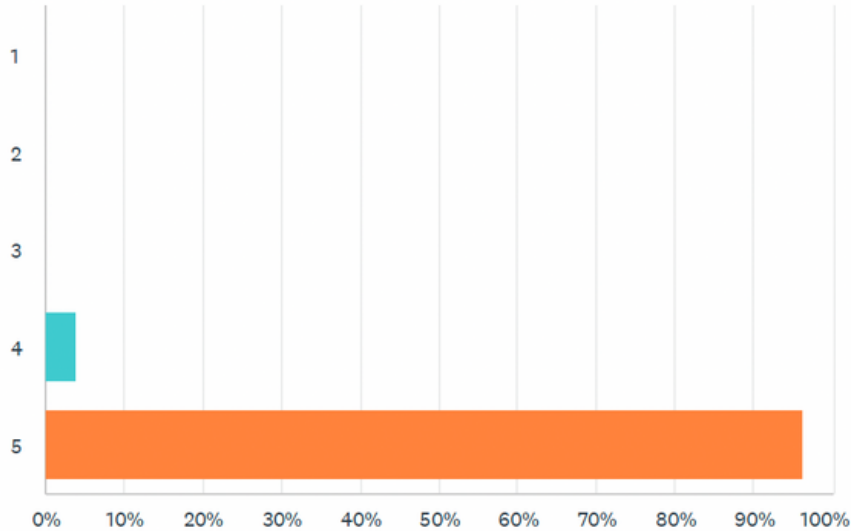
## **Q11 Have you noticed any changes in your customer volume and/or demographics today?**

- yes
- yes, busier
- yes
- 60% more foot traffic
- yes, more foot traffic
- yes
- slight
- makes our operation very chaotic & hard for take out and pick ups
- no
- yes, very busy. don't usually open Sunday
- yes
- yes!
- yes
- yes! more people today :)
- yes
- Big boost in customers
- yes
- No
- Same, probably less, not included in the event (road closure) or asked to participate other than route.
- yes
- yes
- not really, could be less busy because of the street closures harder for regular customers to go
- yes
- more walk-ins than anything. road closures can cause business to turn away
- 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.

Answered: 26    Skipped: 2

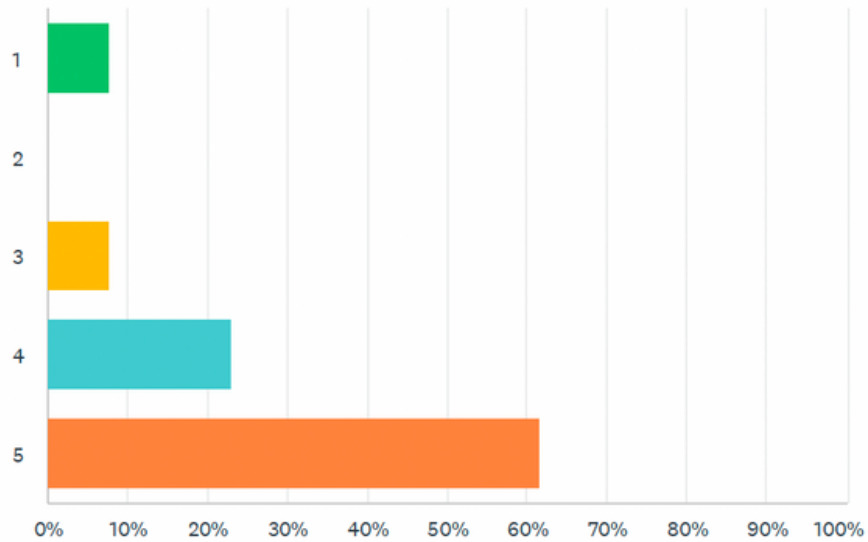


| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| 1              | 0.00%     | 0  |
| 2              | 0.00%     | 0  |
| 3              | 0.00%     | 0  |
| 4              | 3.85%     | 1  |
| 5              | 96.15%    | 25 |
| TOTAL          |           | 26 |



**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: 26 Skipped: 2



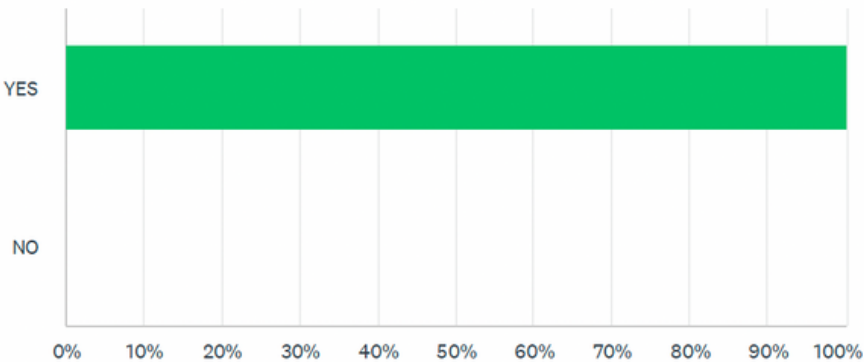
| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| 1              | 7.69%     | 2  |
| 2              | 0.00%     | 0  |
| 3              | 7.69%     | 2  |
| 4              | 23.08%    | 6  |
| 5              | 61.54%    | 16 |
| TOTAL          |           | 26 |





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

Answered: 26 Skipped: 2



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 100.00%   | 26 |
| NO             | 0.00%     | 0  |
| TOTAL          |           | 26 |

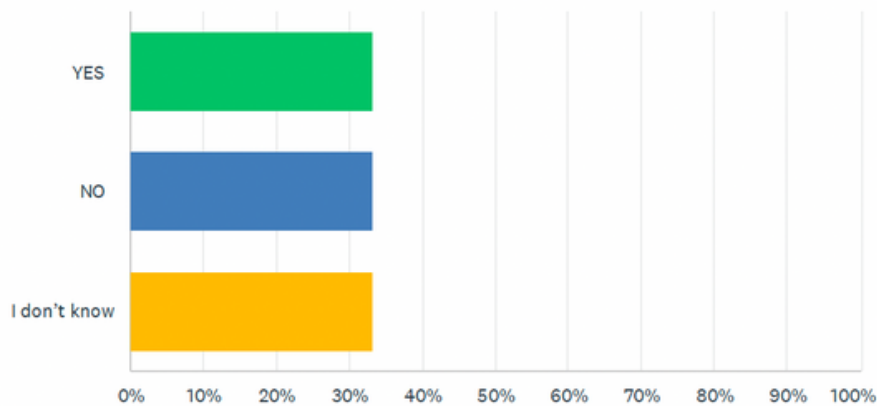
Q15 If yes: How often would you like to see this event happen?

- quarterly
- once a year
- once a year
- yearly
- twice a year
- annually / biannually
- as much as possible
- 2/year
- at least couple times a year
- once or twice
- as frequent as possible
- 2-3 times per year
- 1 a month
- Once a month
- twice per year
- 1 yr
- whenever possible
- unsure, 3 year
- 2 x year
- 2-3 per year
- multiple times, quarterly or bi-annual
- a couple times



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

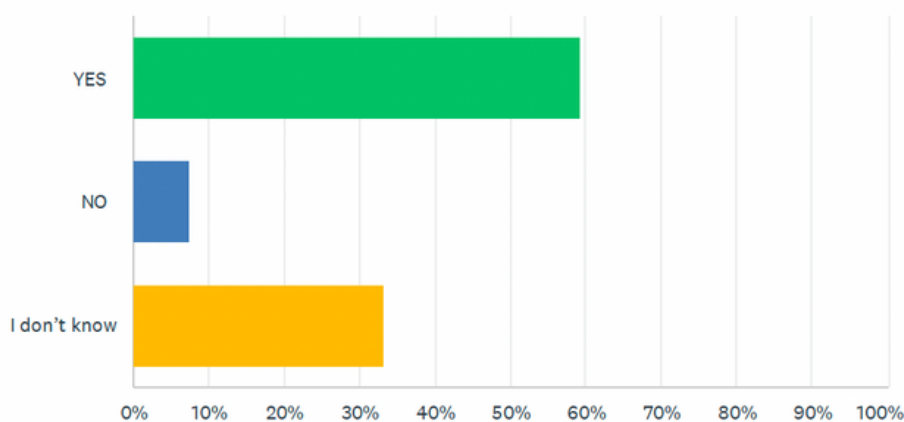
Answered: 27 Skipped: 1



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| YES            | 33.33% 9  |
| NO             | 33.33% 9  |
| I don't know   | 33.33% 9  |
| TOTAL          | 27        |

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

Answered: 27 Skipped: 1

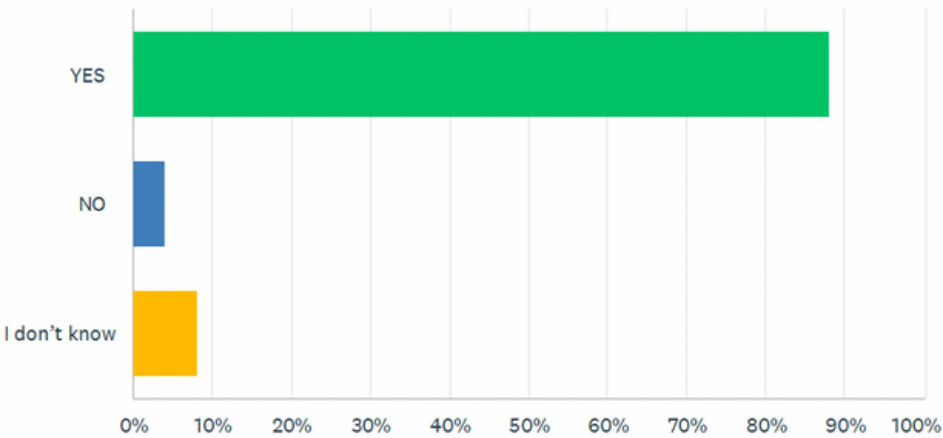


| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| YES            | 59.26% 16 |
| NO             | 7.41% 2   |
| I don't know   | 33.33% 9  |
| TOTAL          | 27        |



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

Answered: 25 Skipped: 3



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 88.00%    | 22 |
| NO             | 4.00%     | 1  |
| I don't know   | 8.00%     | 2  |
| TOTAL          |           | 25 |

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

- more ticket raffle,the event provided the community to be aware of all the businesses
- maybe have businesses along main street participate in a more involved way
- good for business
- Restaurant was not approached about participating in the event. She just received a flyer, but would have liked to have known more so she could have had a canopy or marketed better. Less business maybe because of road closures
- Being more collaborating with the businesses. Giving business opportunity to maybe have a booth, or checking in about a discount, they just want more of an opportunity to be included so that there clients can also benefit their business and vice versa
- More advertising of 626GS - Gabe shoutout would have been nice! Better barricades to close car streets rather than the cones. people used their driveway to take shortcuts, so better road blocks!
- 





# 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. 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?**

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

**3. 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)

**4. 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)

**5. 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?**



# ***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. How often would you like to see this event return to this street and/or this neighborhood?**
  - a. Never
  - b. Once every other year
  - c. Once a year
  - d. More than once a year
- 7. Do you have any other thoughts to add about this event?**



# ***Business Interview (Post Event)***

- Sample size - 25
- Conducted in person by ActiveSGV staff X weeks post event
- Focused on 28 businesses who participated in event day interviews
- 3 business (Factory Tea Bar, Rori's Artisanal Creamery, and 1011 Beauty Salon) did not complete a second interview due to owner or staff not being present after repeated visits
- Participating businesses listed below

## **San Gabriel (6)**

- Dancing Spoons
- Honey & Hive
- Love to Go
- Luna
- Pulcianos Deli & Cafe
- Thai Paradise

## **Alhambra (10)**

- Bagel Exchange
- Charlie's Trio Cafe
- Comic Cellar
- Pepper Lunch
- RA House of CBD
- Rick's Dinner
- Skateshop Pizza
- Street Records
- Tasty Pot
- Yang's Kitchen

## **South Pasadena (9)**

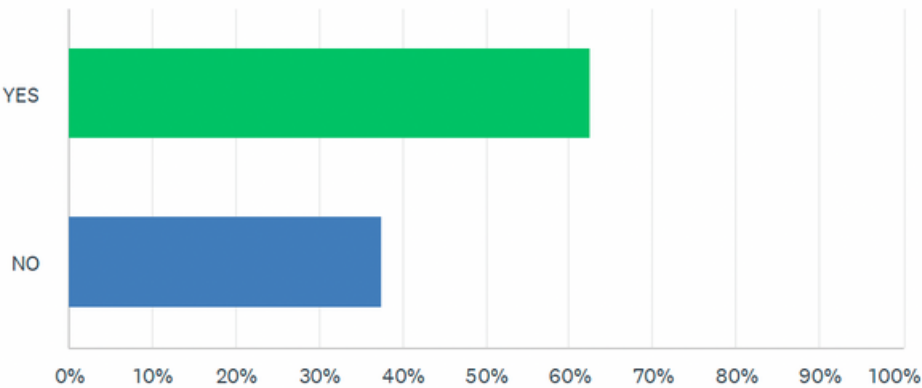
- Aro
- Hodgson's Antique
- La Monarca
- The Munch Company
- Radhika
- South Pasadena Music Records pop-up
- STIX SGV
- Teamorrow
- Videotheque





### Q3 Did your business participate and/or interact in the open streets event?

Answered: 24 Skipped: 1



| ANSWER CHOICES |  | RESPONSES |
|----------------|--|-----------|
| YES            |  | 62.50% 15 |
| NO             |  | 37.50% 9  |
| TOTAL          |  | 24        |

### Q4 If yes, how did your business participate and/or interact with the event?

- Open during event
- Made sandwiches for volunteers and open for business
- Open during event and provided goods and services to those participating in the event
- Restaurant was open
- Table out front engaging with event goers
- Grand opening, contest raffle, first 100 ppl got free bagels
- Open during event
- Two staff members stayed inside the shop. One staff member outside engaging with people.
- Open during event
- opened early and cocktail specials
- Interacted but did not participate
- Was open on day of event
- Normal open day
- Opened on Sunday
- Staying open late
- Table outside, receiving customers and giving them service



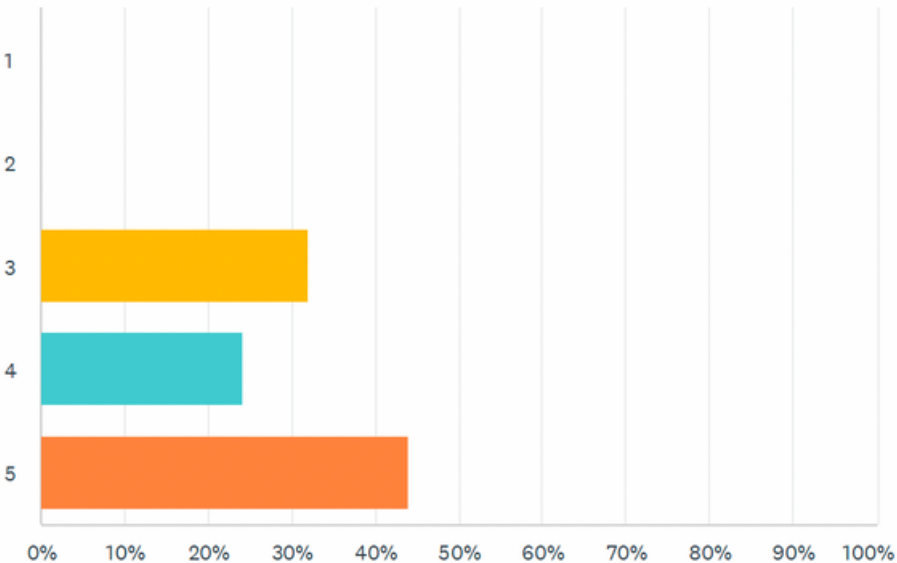
## **Q5 Did the open streets event bring new or more patrons to you?**

- Yes, pretty steady
- Yes
- New and more patrons
- Yes
- Yes
- Yes
- maybe not too many patrons
- Yes, A lot of new people
- Thinks so
- Yes
- Yes
- Yes
- A lot of new patrons
- Not really
- N/A, busier
- Yes
- Yes
- Yes, because we are not opened on Sunday
- More customers on the other side of the train tracks where the event took place
- Yes
- More foot traffic when events take place
- Yes
- quite busy
- Yes
- Yes



Q6 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: 25    Skipped: 0



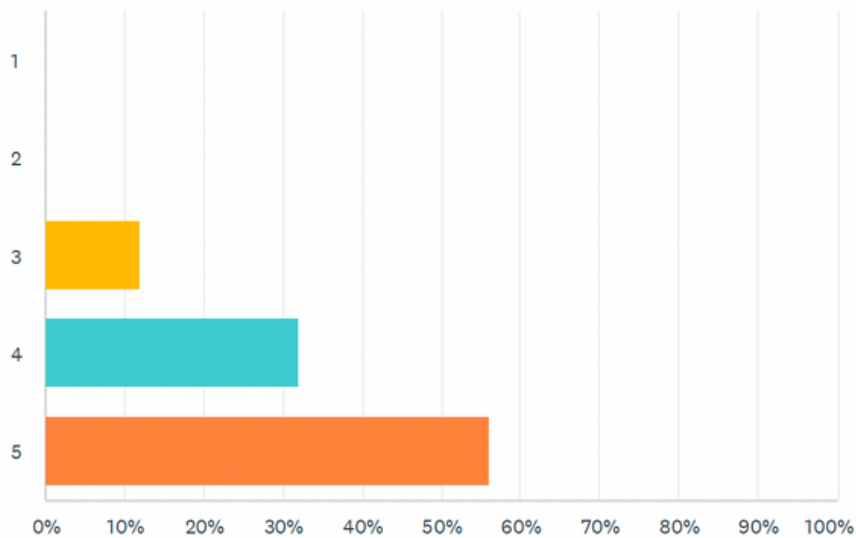
| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| 1              | 0.00%     | 0  |
| 2              | 0.00%     | 0  |
| 3              | 32.00%    | 8  |
| 4              | 24.00%    | 6  |
| 5              | 44.00%    | 11 |
| TOTAL          |           | 25 |





Q7 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: 25   Skipped: 0

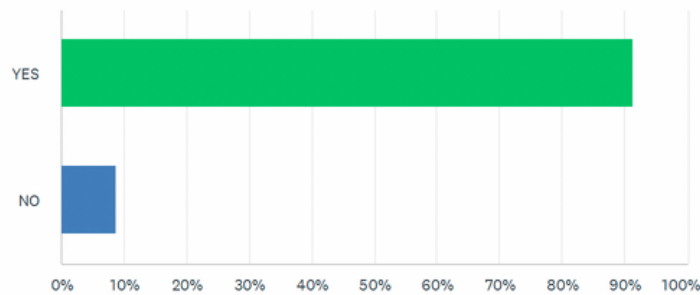


| ANSWER CHOICES |  | RESPONSES |    |
|----------------|--|-----------|----|
| 1              |  | 0.00%     | 0  |
| 2              |  | 0.00%     | 0  |
| 3              |  | 12.00%    | 3  |
| 4              |  | 32.00%    | 8  |
| 5              |  | 56.00%    | 14 |
| TOTAL          |  |           | 25 |



### Q8 Did your business experience any change in sales volume during the event?

Answered: 23 Skipped: 2



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| YES            | 91.30%    | 21 |
| NO             | 8.70%     | 2  |
| TOTAL          |           | 23 |

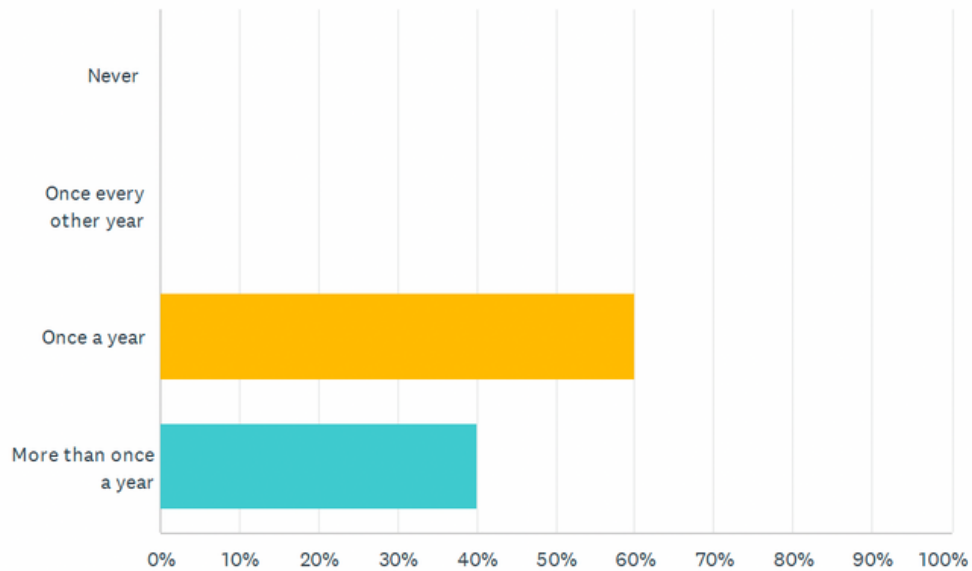
### Q9 Are you willing to share sales volume information from the event as compared to a non-event Sunday?

- 100% more
- Two times the sales
- Yes, a little higher
- About 1/4 less in sales
- A little below average
- Lost money because of the grand opening (DJ Booth)
- Not sure
- Higher sales for a Sunday.
- Less sales
- Not sure if sales increased. Foot traffic might have increased sales.
- Lower Sales
- 10% increase
- \$2000 - \$2500 in sales
- 60% increase. Felt like a Friday night
- Yes, went really well
- About the same. Business is not on the event route
- Business numbers more than usual on a Sunday
- A bit more in sales
- More sales than normal \$3200 in sales
- extremely busy and a lot more customers.
- 10x more in sales
- A little bit more in sales



## Q10 How often would you like to see this event return to this street and/or this neighborhood?

Answered: 25 Skipped: 0



| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| Never                 | 0.00%     | 0  |
| Once every other year | 0.00%     | 0  |
| Once a year           | 60.00%    | 15 |
| More than once a year | 40.00%    | 10 |
| TOTAL                 |           | 25 |





