QUESTIONNAIRE #2 RESULTS | DESIGN CONCEPTS

Outreach Techniques

Promotion for Questionnaire #2

There were several promotional techniques used to spread the word about the second community questionnaire. From February 18 to March 17, 2022, more than 15,000 people had the opportunity to learn about the survey. This wide audience resulted in 1,265 questionnaire responses. The promotion techniques used included:

- News release sent through the News Flash app titled “Community members invited to review design concepts for Downtown Main Ave”
- News release sent through the News Flash app titled “Survey extended for Downtown Main Avenue design concepts”.
- Following publication, a news release was sent on the front page of the City’s website for two weeks, receiving 15,000 visits a week.
- The questionnaire was posted on the City’s social media channels on February 26 including on Facebook, Instagram and Twitter. Each platform has a reach of about 40,000 views.
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Meetings Conducted for Feedback

City-Organized Meetings

The City of Durango organized 8 meetings in hybrid, in-person, and virtual formats from February 10 to March 16, 2022. These City meetings hosted a variety of Durango community members, stakeholders, decision makers, and staff in settings that included:

- Virtual Community Meeting
- Stakeholder Meeting
- Staff Meeting
- Fire Department Focus Group
- Pop-Up Event at Hermosa Cafe
- Two City Council Meetings
- Durango High School TEDDurango Talk

BID-Organized Meetings

The Business Improvement District (BID) organized meetings which several Downtown Durango business owners and stakeholders attended. There were 11 meetings that took place in a hybrid, in-person and online formats from February 23rd to March 17, 2022. Attendance included:

- Spanning from the 700-1300 blocks of Main Avenue, there were a total of 46 Downtown Durango business owners in attendance.
- Multiple property owners and managers of buildings in Downtown Durango.
- Representatives from Durango Chamber of Commerce
- Representatives of Visit Durango
- BID Board Members
- 53 local realtors

Overall Response Rate & Demographics

Questionnaire #2 received 1,265 responses primarily from community members, local employees, business owners, property owners, and event planners.

Who Responded?

- I live in Durango
- I work in Durango
- I own property along Downtown Main Avenue
- I own a business along Downtown Main Avenue
- I help organize events along Downtown Main Avenue
- I visit Durango on vacation

Design Concepts

#1: Center Lane with Expanded Sidewalks

- 38%

#2: Chicane with Maximum Public Space

- 29%

#3: Cycle Track with Expanded Sidewalks

- 17%

Special Option: Flexible Festival Blocks

- 15%

Prioritization

Rank the four design concepts from your most to least favorite.

Percentages for most favorite design concept are shown below.

Key Takeaways:

- The preferred design was Concept #1: Center Lane with Expanded Sidewalks.
- The Special Option: Festival Flexible Blocks was also very popular amongst respondents.
- Weighted scores show the same order of most-least favorite design concept as shown above.

Rank the streetscape elements from most to least important.

Percentages for most important element are shown below.

Key Takeaways:

- Generally, participants find the streetscape elements between the curb and building face most important.
- Bistro Zone/Business Patio Space was the considered the most important streetscape element overall.
- Sidewalks followed as the second most important element.
- Transit stops and other improvements were considered the least important streetscape elements.

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Visit Durango

www.visitormainavenue.com

The questionnaire was posted on the City’s website for two weeks, receiving 15,000 visits a week.

Feedback on this board and subsequent boards includes what was heard during City and BID meetings.
QUESTIONSNAIRE #2 RESULTS | DESIGN CONCEPTS

Likes/Dislikes

How much do you like or dislike the streetscape elements within each Concept?

**Concept #1: Center Lane with Expanded Sidewalks**

**Concept #2: Chicane with Maximum Public Space**

**Concept #3: Cycle Track with Expanded Sidewalks**

**Special Option: Flexible Festival Blocks**

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**Key Takeaways:**
- Bistro Zones, Sidewalks, and Landscaping/Tree Space were the most liked streetscape elements in Concept #1.
- On-Street Parking, Vehicle Lanes, and Transit Stops were the least liked streetscape elements in Concept #1.

**Key Takeaways:**
- Bistro Zones, Sidewalks, and Landscaping/Tree Space were the most liked streetscape elements in Concept #2.
- On-Street Parking, Vehicle Lanes, and (the lack of) a Center Turn/Delivery Lane were the least liked streetscape elements in Concept #2.

**Key Takeaways:**
- Bistro Zones, Sidewalks, and Landscaping/Tree Space were the most liked streetscape elements in Concept #3.
- Vehicle Lanes, (the lack of) a Center Turn/Delivery Lane, On-Street Parking, and Bike Facilities were the least liked streetscape elements in Concept #3.

**Key Takeaways:**
- Flexibility for Special Events, Sidewalks, Landscaping/Tree Space, and Bistro Zones were the most liked streetscape elements in the special option.
- Vehicle Lanes and Bike Facilities were the least liked streetscape elements in the special option.
WHERE DO YOU THINK THE FIRST THREE DIFFERENT DESIGN CONCEPTS WOULD WORK WELL? (CHOOSE ALL THAT APPLY)

- Concept #1: Center Lane with Expanded Sidewalks
- Concept #2: Chicane with Maximum Public Space
- Concept #3: Cycle Track with Expanded Sidewalks

**Key Takeaways:**
- Respondents felt that Concept #1 would work best overall. It had the most votes in 4 of the 5 character areas.
- The Central Core received more votes than any other location, indicating it is a desirable location for design improvements.
- Concept #3 had the least votes in all locations, making it the least desirable concept to participants.
- Both Concepts #1 and #2 received more votes for every location on Main Avenue than "none of the above".

**Character Areas**

- Depot Block
- Strater Block
- Central Core
- North Core
- Midtown Connection
- None of the Above

**Open-Ended Comments**

**Summary of Key Takeaways from Open-Ended Comments**

- Concerns are around reducing the parking supply, many people would like to see a parking garage in Downtown.
- Strong support expressed for more bistro space and wider sidewalks.
- Considerations were mentioned about space for deliveries on Downtown Main and accommodating large trucks and turning radii.
- Snow storage/removal was expressed as concern for both sidewalks and the roadway.
- Desire for more street trees and landscaping.
- Perception that the bulbouts and mid-block crossings are not necessary.
- Concerns regarding increased traffic congestion/slower traffic speeds.
- Strong desire for a pedestrian mall (street closed to vehicles) on Downtown Main Avenue.
- Alternatively, also a strong desire from others expressing that no change is needed for Downtown Main Avenue.
- Safety concerns expressed around narrower traffic lanes and how this will accommodate larger vehicles.
- Support for bicycle facilities but concerns around bikes and cars sharing lanes and prioritization for pedestrian space over dedicated bike facilities.
- Many would prefer to see trolleys and bike routes prioritized on parallel streets instead of on Downtown Main Avenue.
- Concern was expressed around trolley stops in the middle of the street.

**WHERE DO YOU THINK THE FLEXIBLE FESTIVAL BLOCKS DESIGN CONCEPTS WOULD WORK BEST? (CHOOSE ONE)**

- Depot Block (5th St to College)
- Strater Block (College to 7th St)
- Central Core (7th St to 9th St)
- North Core (9th St to 11th St)
- Midtown Connection (11th St to 14th St)
- None of the Above

**Key Takeaways:**
- Respondents thought Central Core (7th St to 9th St) is the best location for the Flexible Festival Blocks.
- The least liked location for the Flexible Festival Blocks is Strater Block (College to 7th St).
- 86% of respondents thought the Flexible Festival Blocks should occur somewhere along Main Avenue (rather than "none of the above").