

Survey #2: Shared Streets Design Preferences Summary

Open from October 25, 2022 – November 21, 2022, then reopened from November 23-28 to allow for additional responses from the [Denverite article](#).

Who took the survey?

- 1,355 survey respondents
- Primarily white, mid to high income households that live in Central, South, Northwest, or East Denver

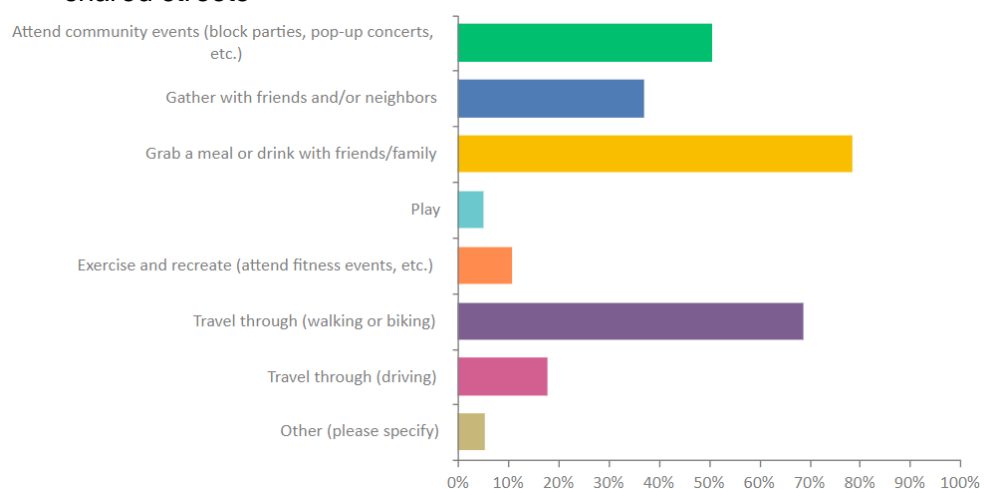
Key Takeaways

- Overall, respondents want places to socialize as well as travel through.
- Trees and vegetation were highly requested as elements that would make people linger.
- Safety was a major theme, especially through reducing the speed and volume of cars.

Design Preference Questions

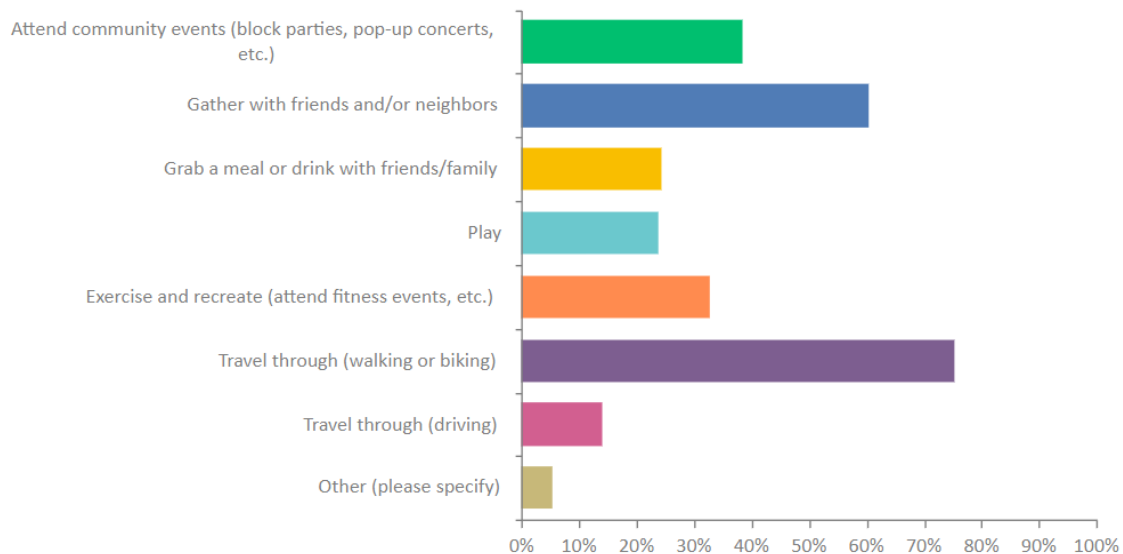
Q1: For shared streets in commercial areas, I primarily want to experience them as a place to: (respondents checked their top 3 choices)

- Top choices included:
 - Grab a meal or drink with friends/family (79%)
 - Travel through (walking or biking) (69%)
 - Attend community events (block parties, pop-up concerts, etc.) (50%)
 - Gather with friends and/or neighbors (37%)
- Less popular choices were:
 - Travel through (driving) (18%)
 - Exercise and recreate (attend fitness events, etc.) (11%)
 - Play (5%)
 - Other (5%): about half of these responses were suggestions to not implement shared streets



Q2: For shared streets in community (neighborhood and residential) areas, I primarily want to experience them as a place to: (respondents checked their top 3 choices)

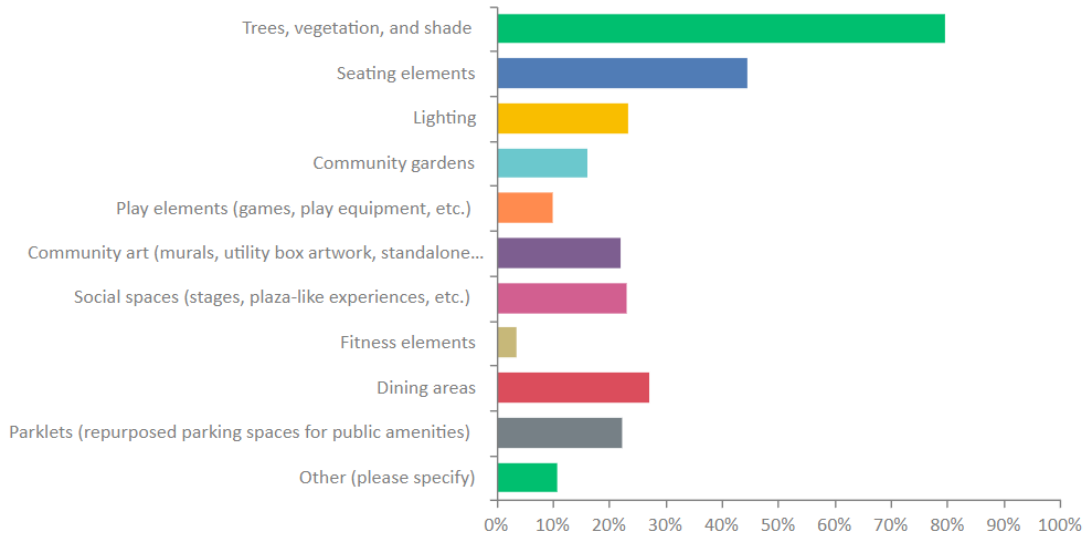
- Top choices included:
 - Travel through (walking or biking) (75%)
 - Gather with friends and/or neighbors (60%)
 - Attend community events (block parties, pop-up concerts, etc.) (38%)
- Less popular choices were:
 - Exercise and recreate (attend fitness events, etc.) (33%)
 - Grab a meal or drink with friends/family (24%)
 - Play (24%)
 - Travel through (driving) (14%)
 - Other (5%): topics included feeling safe as well as not wanting shared streets



Q3: What elements would make you want to linger in a shared street? (Respondents checked their top 3 choices)

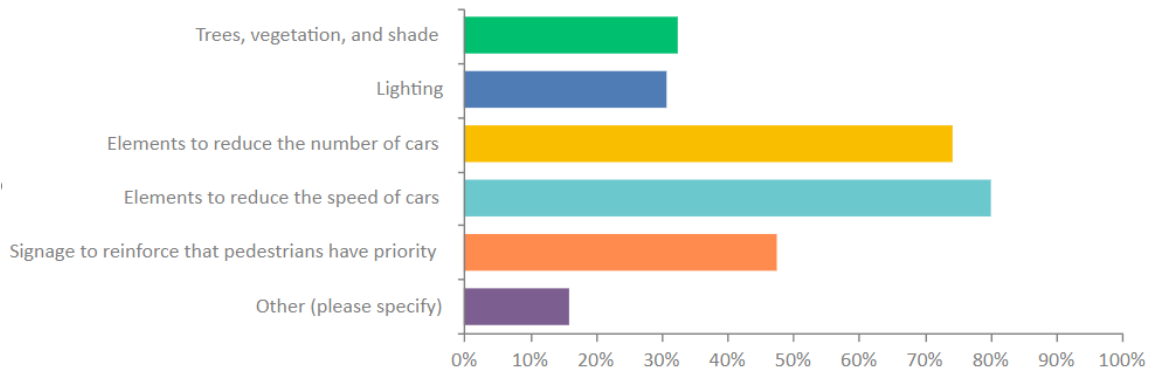
- By far, “Trees, vegetation, and shade” was the top choice, with 79% of people ranking it in their top three.
- Other top choices included:
 - Seating elements (44%)
 - Dining areas (27%)
 - Lighting (23%)
 - Social spaces (stages, plaza-like experiences, etc.) (23%)
 - Community art (murals, utility box artwork, standalone elements, digital media, etc.) (22%)
 - Parklets (repurposed parking spaces for public amenities) (22%)
- Less popular choices were:
 - Community gardens (16%)
 - Play elements (games, play equipment, etc.) (10%)
 - Fitness elements (4%)

- Other (11%): topics included car-light spaces, feeling safe, and not wanting shared streets



Q4: What would make you feel safer from traffic in a shared street? (Respondents checked their top 3 choices)

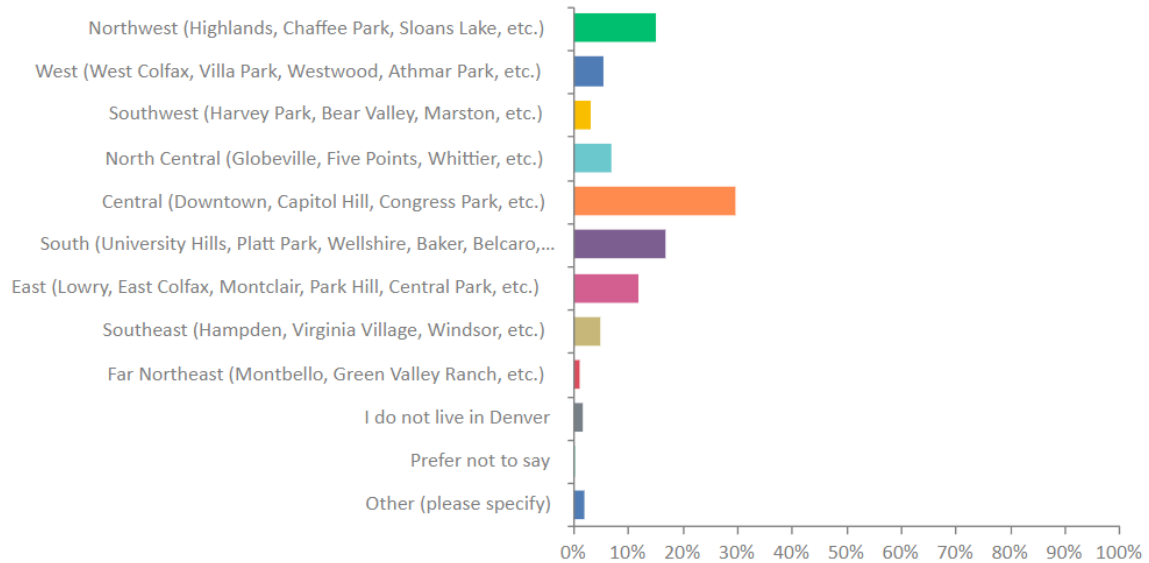
- By far, the top choices included “Elements to reduce the speed of cars” (80%) and “Elements to reduce the number of cars” (74%).
- Less popular choices were:
 - Signage to reinforce that pedestrians have priority (48%)
 - Trees, vegetation, and shade (32%)
 - Lighting (31%)
 - Other (16%): Response topics included barriers/protection from cars and no vehicular access.



Demographic Questions

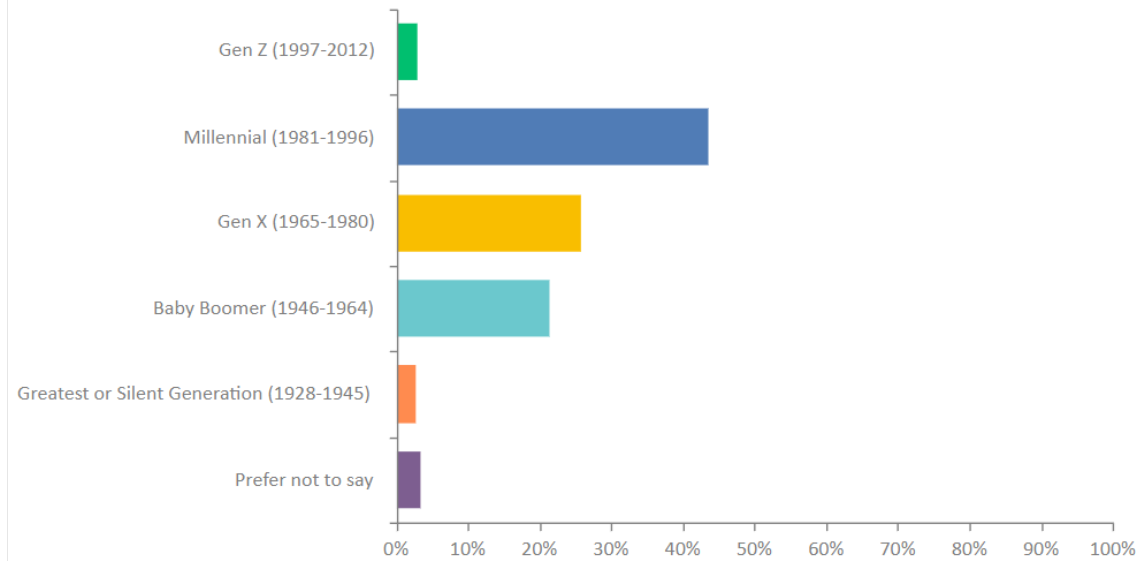
Q5: What area of Denver do you live in?

- 74% of respondents were from Central, South, Northwest, or East Denver.



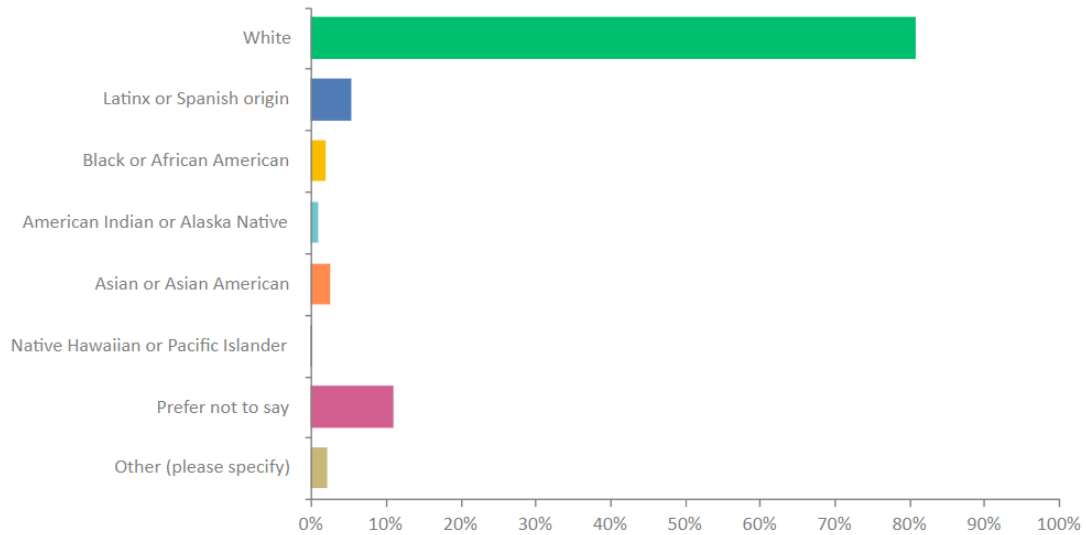
Q6: What generation do you fit into?

- 92% of respondents are either Millennials, Gen X or Baby Boomers.



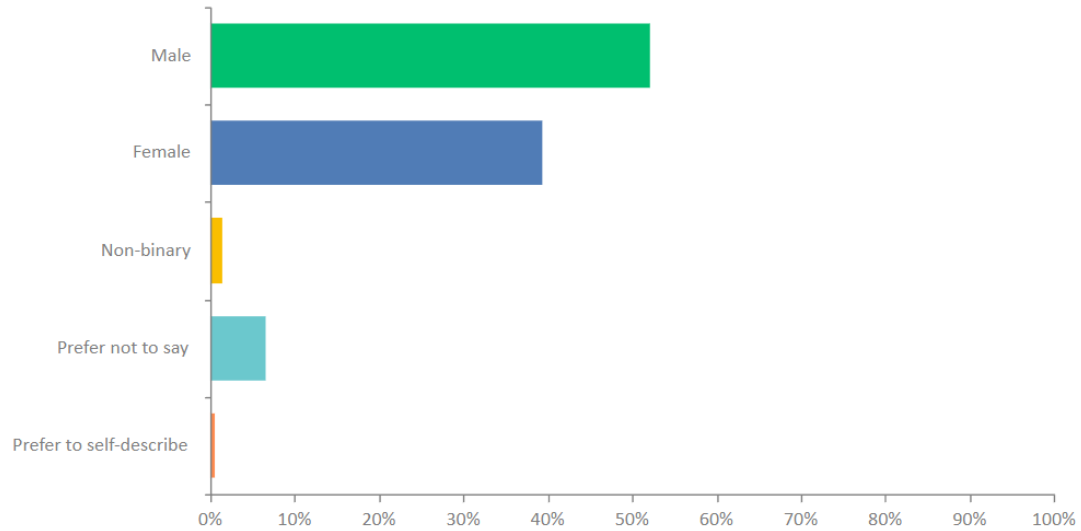
Q7: Please specify your race or ethnicity.

- Respondents were predominately white (81%). 11% preferred not to state their race or ethnicity.



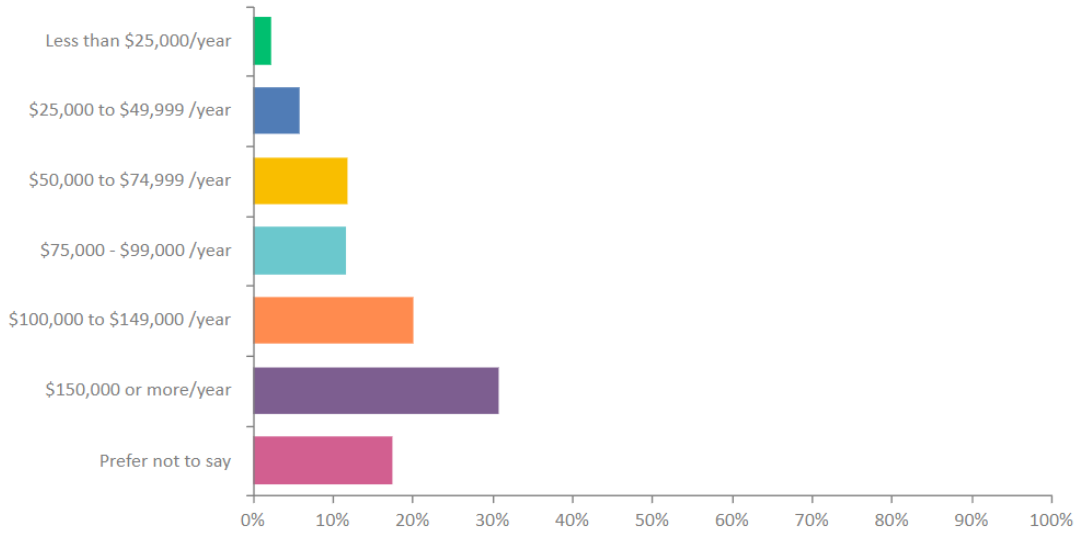
Q8: What gender do you identify with?

- Gender was spread fairly evenly, with 52% identifying as male, 40% female, and 1.5% non-binary.



Q9: In what range is your yearly household income?

- Generally, respondents were medium to high income.



Suggested Locations for Future Shared Streets

- The suggested locations will be summarized and used for prioritization.