



Downtown Partnership of Colorado Springs Online Survey Results

Prepared by Progressive Urban Management Associates, Inc.

The Downtown Partnership of Colorado Springs and its affiliated organizations launched a strategic planning process earlier this year. As part of the process, an online survey was distributed to downtown stakeholders through the Partnership's e-news, board member and social media channels. The survey examined important improvements made to Downtown Colorado Springs over the past five years, enhancements needed in the next ten years, a vision for the future and actions that are most important to achieving that vision. The survey was distributed in the month of May and there were a total of 1,147 responses. The vast majority of respondents reside in Colorado Springs – the top ten respondent zip codes are all in the Colorado Springs area representing 77% of the surveys.

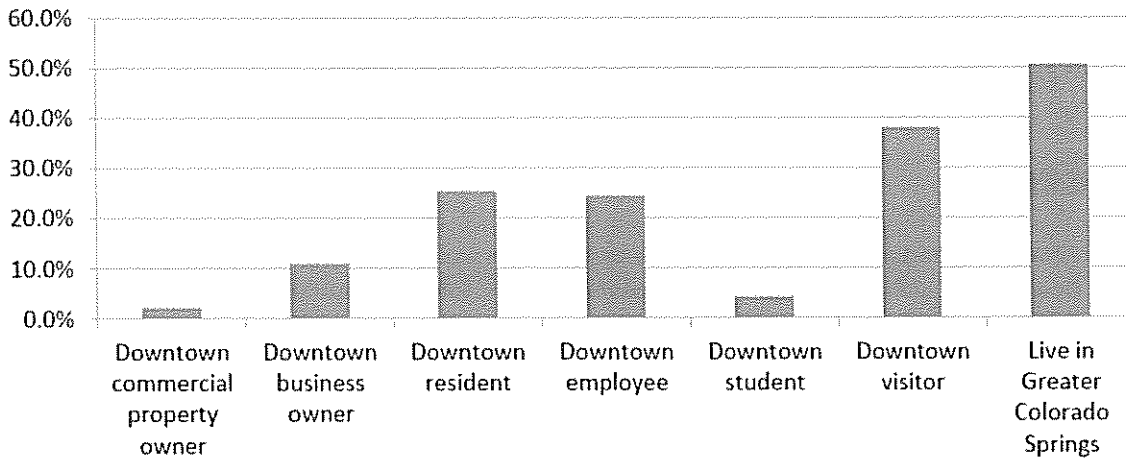
KEY FINDINGS

- 72% of respondents saw clean and safe services as a very important factor in improving Downtown Colorado Springs over the past five years. Retail/restaurant attraction and retention (63%) was also seen as very important.
- 70% of respondents saw the recruitment of new businesses and filling of vacant storefronts as a very important improvement to enhance Downtown Colorado Springs over the next ten years. A more walkable, bike-able downtown (64%) and a reduction in loitering by transient populations (54%) are also considered very important.
- The three most common words used to describe respondents' vision for the future of Downtown Colorado Springs were "vibrant", "safe" and "clean".
- The most important actions to achieve the respondents' visions were: recruit new businesses and fill vacant storefronts (16%), reduce loitering by transient populations (15%) and create a critical mass of attractions to make Downtown a regional destination (15%).
- When asked to suggest one specific improvement to enhance Downtown Colorado Springs, the greatest number of respondents said more convenient and accessible parking, although parking did not rate in the top ten of improvements from other questions in the survey.
- When asked to list the *most* important project to make Downtown Colorado Springs a destination for the region, the greatest percentage of respondents (64%) said the creation of a Downtown Public Market. The next most cited projects were the Colorado Sports and Events Center (35%) and the completion and enhancement of the Legacy Loop trail surrounding Downtown (32%).

RESPONDENT CHARACTERISTICS

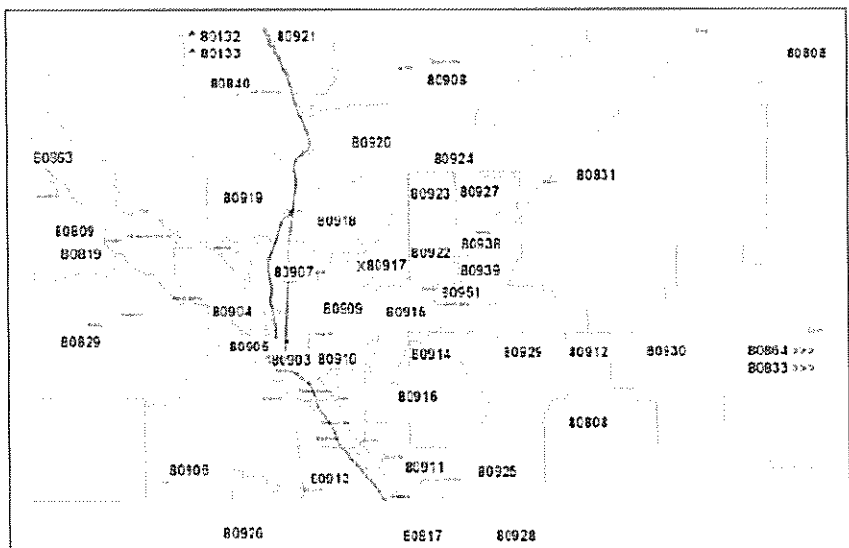
38% of respondents were Downtown visitors and 26% were Downtown residents. 25% of respondents were Downtown employees. A smaller share of responses came from Downtown business owners, students and commercial property owners. 50.8% of respondents also indicated that they lived in Greater Colorado Springs, although zip codes of respondents homes reveal that the vast majority reside in Colorado Springs – the top ten zip codes represent 77% of the surveys.

Which of the following BEST characterizes your primary interest in Downtown Colorado Springs?



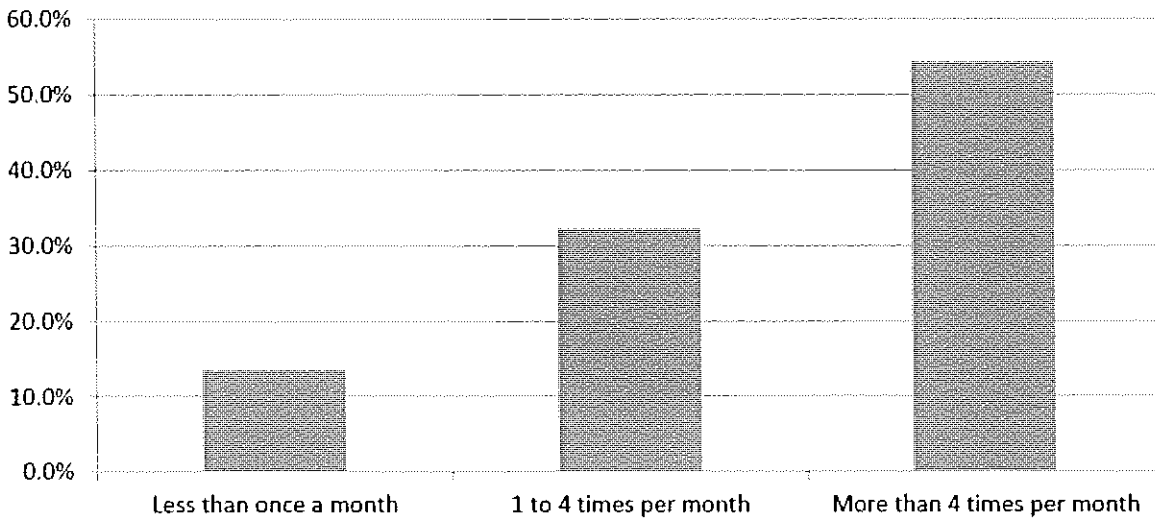
Zip Codes of Where Respondents Live

1. 80903 – 191 (17%)
2. 80906 – 114 (10%)
3. 80907 – 108 (10%)
4. 80918 – 78 (7%)
5. 80919 – 78 (7%)
6. 80904 – 77 (7%)
7. 80909 – 72 (6%)
8. 80905 – 65 (6%)
9. 80920 – 42 (4%)
10. 80917 – 34 (3%)



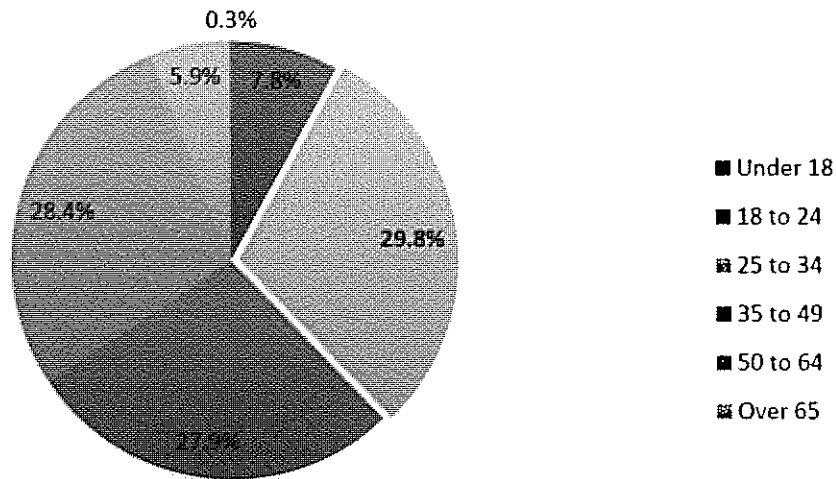
Respondents were asked how frequently they visit Downtown, outside of work – a majority of respondents visit Downtown more than once a week.

Outside of work, how frequently are you Downtown?

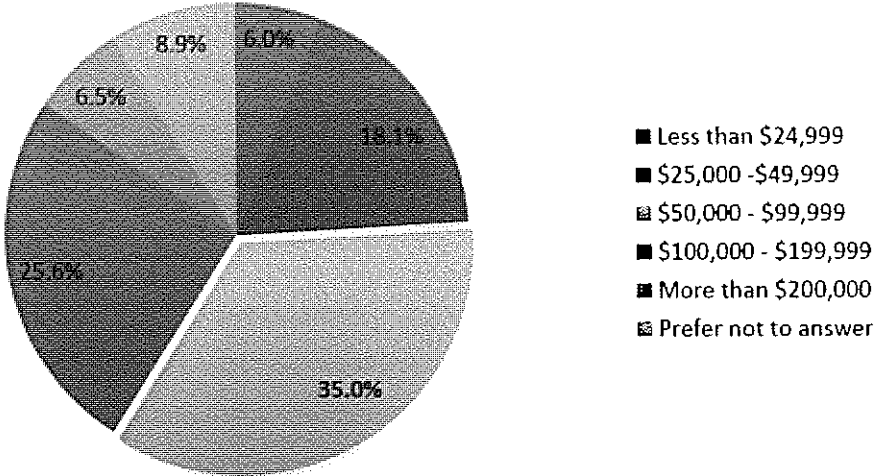


The majority of respondents fell into three age categories: 25-34 (29.8%), 35-49 (27.9%), and 50-64 (28.4%). Of the total respondents, 64% were female and 88% identified as white. Smaller shares of responses came from people identified as Hispanic/Latino, Asian/Pacific Highlander and African American. Additionally, 35% of respondents had an annual income of \$50,000-\$99,999.

Age of Respondents



Annual Household Income



3. Which actions will be important in achieving the vision for Downtown Colorado Springs:
 A majority of respondents thought all of the following were important (giving a rating of very important or important). The actions seen by the most respondents as very important included the recruitment of new businesses to fill vacant storefronts, making Downtown more walkable and bikeable, reduce loitering by transient populations, and supporting more transit and alternatives to cars.

To achieve your vision for Downtown Colorado Springs, which of the following actions will be important?

Answer Options	Very Important	Important	Somewhat Important	Not Important
Recruit new businesses; fill vacant storefronts	70.0%	25.8%	3.7%	0.4%
Make Downtown more walkable and bikeable	63.9%	26.9%	8.0%	1.2%
Reduce loitering by transient population	54.0%	21.5%	17.4%	7.1%
Support more transit and alternatives to cars	53.9%	26.9%	15.0%	4.2%
More activities, events and recreation opportunities within parks and public spaces	50.4%	37.4%	10.6%	1.6%
Create a critical mass of attractions to make Downtown a regional destination	50.2%	30.5%	14.7%	4.5%
Encourage entrepreneurship and innovation through new financing options	46.8%	37.5%	14.0%	1.7%
More arts and culture	46.4%	39.8%	12.0%	1.8%
Create a regular event that invites all residents to downtown	42.3%	37.3%	17.0%	3.4%
Create more convenient and affordable parking	40.5%	35.9%	19.2%	4.4%
Educate residents, leaders and visitors on the value of Downtown	38.5%	39.1%	18.5%	3.9%
Promote more residential amenities (e.g. grocery store)	38.4%	33.4%	21.6%	6.7%
Complete and enhance the Legacy Loop trail; leverage waterways	37.8%	39.1%	19.2%	3.8%
Beautify Downtown with more landscaping, trees, etc.	35.9%	43.1%	18.9%	2.1%
Build more housing at a variety of price points	31.1%	34.0%	26.3%	8.7%
Support quality schools in Downtown (K-12)	27.2%	34.3%	28.6%	9.9%
Improve Downtown's entryways with gateways and other signage	24.9%	34.6%	30.7%	9.8%
Other (please specify)				

SURVEY RESULTS

1. Factors that have been important in improving Downtown Colorado Springs: Respondents identified a clean and welcoming environment, new businesses and jobs, festivals and events, arts and culture, family-friendly activities in public spaces, retail/restaurant attraction and retention, and easier parking as factors that have been very important in improving Downtown Colorado Springs. Respondents also view streetscape improvements, storefront renovations and positive media/press as important measures taken over the past five years to improve Downtown.

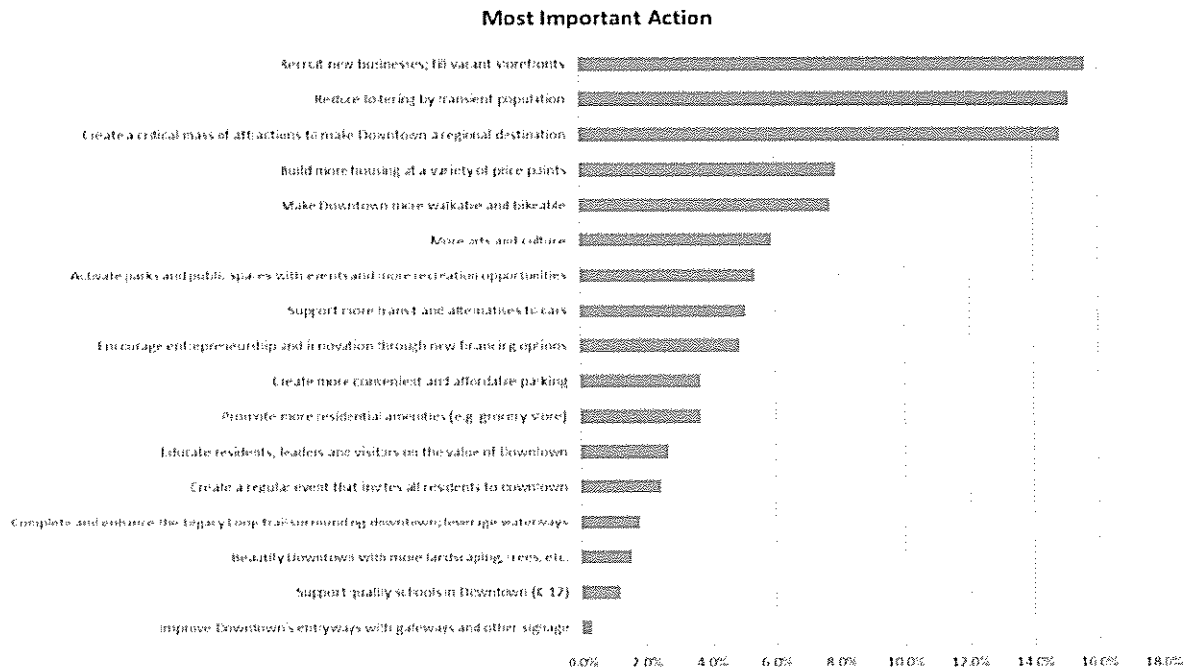
Over the past five years, which factors have been important in improving Downtown Colorado Springs?

Answer Options	Very Important	Important	Somewhat Important	Not Important
Clean and welcoming environment	72.3%	24.1%	2.8%	0.8%
Retail/restaurant attraction and retention	62.7%	31.6%	5.1%	0.6%
New businesses and jobs	56.4%	33.2%	9.1%	1.3%
Arts and culture	50.3%	39.3%	9.2%	1.2%
Positive, family-friendly activities in public spaces like Acacia Park	49.8%	35.0%	12.2%	3.0%
Easier parking (e.g. credit-card enabled meters)	49.4%	32.3%	13.5%	4.8%
Festivals and events	43.3%	40.0%	13.9%	2.7%
Streetscape improvements	38.8%	44.0%	15.8%	1.4%
Positive media/press on Downtown	33.8%	39.7%	21.8%	4.7%
Storefront renovations	27.2%	42.8%	27.5%	2.6%
Other (please specify)				

2. Three words that best capture the vision for the future of Downtown Colorado Springs in 2024: The word cloud below illustrates the most common words used in response to this open ended question. The image of a vibrant downtown comes out loud and clear, with respondents suggesting the need for more retail, restaurants and events. The need for a safe downtown is also a common theme among respondents. In a similar vein, the notion of a clean downtown was voiced by respondents as key to the vision for the future of Downtown Colorado Springs.



4. Which of the actions in question 3 will be the most important: When asked to pick the most important action to achieve the future vision for Downtown Colorado Springs, the largest number of respondents picked recruit new businesses; fill vacant storefronts followed closely by reducing loitering by transient populations and creating a critical mass of attractions to make Downtown a regional destination. "Other" responses included providing a variety of retail options.



5. One suggested improvement to enhance Downtown Colorado Springs: From this open response question, the issue of parking was the most suggested improvement although it ranked as much lower of a priority in previous questions. Specifically, the addition of parking, more affordable parking options and more efficient parking meters were suggested. An increased number of events by way of a new stadium or renovated Acacia Park were also suggested as a way of attracting more people to experience what Downtown Colorado Springs has to offer. Also of importance, the attraction and retention of new businesses was viewed as a major improvement to enhance Downtown.

6. **Projects to make Downtown Colorado Springs a regional destination:** When asked about a specific project to make Downtown a regional destination, respondents felt a Downtown Public Market was of the greatest importance. Respondents also viewed the Colorado Sports & Events Center as very important in making Downtown a regional destination. The remaining answer options were all considered by a majority of respondents to be “very important” or “important” as follows:

To make Downtown Colorado Springs a destination for the region, which of the following will be important?

Answer Options	Very Important	Important	Somewhat Important	Not Important
Creation of a Downtown Public Market; a multi-purpose venue for buying and selling local products	64.0%	25.7%	8.1%	2.1%
Colorado Sports & Events Center (One of four tourism projects under the City for Champions initiative)	34.9%	28.5%	20.2%	16.5%
Complete and enhance the Legacy Loop trail surrounding downtown; leverage waterways	31.8%	39.7%	24.0%	4.5%
United States Olympic Museum (One of four tourism projects under the City for Champions initiative)	29.1%	32.4%	23.8%	14.7%
Revitalization of Colorado Springs City Auditorium	28.0%	41.2%	24.9%	5.9%
Other (please specify)				

SURVEY CROSS-TABULATIONS

Survey results were cross-tabulated by the following:

- Interest in Downtown Colorado Springs
- Age
- Gender
- Annual Household Income

Cross-Tabulation by Interest in Downtown Colorado Springs: The following attributes were noted among the highest response groupings with respect to interest in Downtown: those who live in greater Colorado Springs (51%), downtown visitors (38%), downtown residents (26%) and downtown employees (25%).

- All four groups saw clean and safe services as the most important factor in improving Downtown Colorado Springs over the past five years.
- A majority of downtown residents would like to see more arts and culture while downtown visitors, downtown employees and residents of greater Colorado Springs would like to see more events and recreational opportunities within parks and public spaces.
- A clear majority of all groups, except downtown employees, found increased transit and alternatives to cars to be very important to Downtown Colorado Springs over the next ten years.
- Aside from the creation of a Downtown Public Market as a regional attraction, there were no other projects that received a majority of responses in the important or very important categories among any group.

Cross-Tabulation by Respondent Age: The following attributes were noted by respondent age in the highest response groupings of 25 to 34 (30%), 35 to 49 (28%) and 50 to 64 (28%).

- More respondents age 50 to 64 thought arts and culture have improved Downtown Colorado Springs than respondents age 25 to 34 and 35 to 49 (56% vs. 47%).
- More respondents age 50 to 64 felt positive media/press on Downtown over the past five years has improved Colorado Springs than respondents age 25 to 34 and 35 to 49 (44% vs. 28%).
- Convenient and affordable parking is more often considered very important by respondents age 50 to 64 than by respondents in other age groups, particularly those 35 to 49.
- Respondents age 50 to 64 and 25 to 34 have a greater desire to support more transit and alternatives to cars than respondents age 35 to 49.
- Respondents age 50 to 64 (61%) were more concerned with reducing loitering by transient populations than respondents age 25 to 34 (51%) and 35 to 49 (54%).

- All three age groups believe the creation of a Public Market is the most important project to make Downtown Colorado Springs a regional destination.
- The completion and enhancement of the Legacy Loop trail surrounding downtown was more important to respondents age 50 to 64 than the other age groups.

Cross-Tabulation by Gender: The following attributes were noted by respondent gender.

- Both men and women had the greatest percentage of people say clean and safe services were very important to improving Downtown Colorado Springs over the past five years.
- Women are more likely to think that easier parking has been very important to improving Downtown, 55% compared to 39%.
- Women are more likely to think that arts and culture are very important to achieve the vision for Downtown Colorado Springs in 2024, 50% compared to 40%.
- Men are more likely to think that creating a critical mass of attractions will make Downtown a regional destination, 57% compared to 47%.
- Women are more supportive of increased transit and alternatives to cars, 58% compared to 46%.
- More women feel it is very important to support quality K-12 schools in Downtown, 32% compared to 20%.
- Men are more likely to think the projects in the City for Champions initiative are very important to enhancing Downtown Colorado Springs.
- Men are more likely to be Downtown outside of work, 61% compared to 51%.

Cross-Tabulation by Household Income: The following attributes were noted by respondent annual household income.

- All household income groupings had the greatest percentage of people say clean and safe services was a very important factor in improving Downtown Colorado Springs over the past five years.
- Respondents with higher incomes are more likely to think restaurant/retail attraction and retention are a very important improvement to Downtown.
- A clear majority of respondents (73%) with incomes below \$24,000 found supporting more transit and alternatives to cars was very important to improving Downtown.

- As household income increased, respondents became more concerned with reducing loitering by transient populations. Respondents with incomes below \$24,000 (28%), \$25,000 - \$49,999 (46%), \$50,000 - \$99,999 (52%), \$100,000 - \$199,999 (63%), over \$200,000 (65%).
- Respondents with incomes below \$24,000 and over \$200,000 are Downtown more frequently than other income groupings.
- All household groupings had the greatest percentage of people say the creation of a Public Market was a very important factor in making Downtown Colorado Springs a regional destination.

