



2016 RTD 16th Street Mall Survey

Regional Transportation District

FINAL REPORT

Final Report

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2016 RTD 16th Street Mall Survey

Prepared for

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SECTION I.

Introduction

The 16th Street Mall (the Mall) is a mile-long promenade that runs through the center of downtown Denver, Colorado. It is made up of retail stores, restaurants, and commercial buildings and serves as a primary attraction to both Denver residents and visitors. One of the mall’s distinguishing features is a free shuttle bus that RTD operates called the *MallRide*. The MallRide runs most of the day every day and stops on every corner to provide patrons with convenient access to transportation while they are visiting the Mall.

The Regional Transportation District – Denver (RTD) is working with the City and County of Denver (the City) to better understand factors that affect the quality of patrons’ experiences on the Mall and how to more effectively encourage visitation in the future. In an effort to encourage Mall patronage, RTD, the City, and Downtown Denver Partnership (DDP) hosted small events on the Mall during summer weekends. RTD also made adjustments to MallRide services to better accommodate those events and potential increased visitation.

Events

In addition to the events that already take place downtown during summer weekends—such as Colorado Rockies games, the Wynkoop Farmer’s Market, the People’s Fair, and the Chalk Art festival—the City and DDP hosted small Meet in the Street (MitS) events on the Mall with different activities occurring on each block. MitS events occurred during five consecutive weekends over the summer and included activities that were designed to encourage Mall visitation and patron engagement. The MitS events occurred on June 25/26, July 2/3, July 9/10, July 16/17, and July 23/24. Figure 1 presents the various activities that the MitS events included.

Figure 1.
Activities included in MitS events

Source:
Downtown Denver Partnership.

Activities	
Action sports zones	Game areas
Acting performances	Lounge seating areas
Animal land	Mall markets
Art fairs	Mobile libraries
Balloon art	Museum exhibits
Baseball/football tosses	Musical performances
Beer gardens	Organizational events
Bicycling activities	Painting events
Children's music areas	Picnic tables
Children's train	Shade structures
Climbing wall	Tivoli light arrangements
Craft areas	Toy areas
Disc jockeys	Turf areas
Expanded restaurant patios	Vendor areas
Face painting	Yoga areas

Transportation Adjustments

To better accommodate Mall visitors, RTD made certain adjustments to MallRide services during various weekends throughout the summer. During MitS weekends, RTD shut down the MallRide and detoured the Free MetroRide (the MetroRide). The Free MetroRide typically runs along 18th Street and 19th Street in the Central Business District of downtown Denver. During MitS weekends, RTD adjusted the MetroRide route to run adjacent to the mall along 15th Street and 17th Street. Doing so allowed for more event and pedestrian space on the Mall itself.

Assessing Patron Experience

RTD and the City are interested in developing a better understanding of the factors that affect the quality of patrons' experiences on the Mall and how to more effectively encourage Mall visitation in the future. RTD and the City are examining those questions through four different types of research:

- *Observational studies* to understand how patrons use the streets and space available throughout the Mall;
- *Retail analyses* through tax data and retailer evaluations to understand the impact of summer events and other factors on Mall shopping behavior;
- *Traffic analyses* to understand how any modifications to the MallRide might affect transportation patterns downtown; and
- *Intercept surveys* to understand insights from patrons about their experiences on the Mall and factors that would influence future mall visits.

RTD commissioned BBC Research & Consulting (BBC) to conduct the intercept surveys with mall patrons throughout summer weekends to collect their perceptions about the Mall and the quality of their experiences. (The City, DDP, and other organizations conducted the other three research efforts.) In particular, RTD and the City were interested in how MitS events and changes to the MallRide affected patrons' experiences on the Mall. The surveys addressed various topics related to those questions including:

- Reasons for visiting the Mall;
- Time spent at the Mall;
- Satisfaction with the Mall;
- Mall transportation;
- Factors that would influence future Mall visits; and
- Demographic information.

BBC analyzed data relevant to each of those topics. The information that BBC provides in this report will allow RTD and the City to better understand patrons' experiences on the Mall and how to more effectively encourage Mall visitation in the future.

SECTION II.

Methodology

BBC conducted intercept surveys with nearly 3,000 Mall patrons during the months of June 2016, July 2016, and August 2016. BBC worked closely with RTD and the City to develop the instrument for the intercept survey effort. The full survey instrument that BBC used for the study is presented in Appendix A. The survey instrument included questions related to the following topics:

- **Demographic and household characteristics**, including transit use, occupation, gender, age, marital status, education, household size, race/ethnicity, and household income;
- **Mall visitation**, including reasons for visiting the Mall on that day, the primary reason for visiting the Mall on that day, and what would make participants visit the Mall more often;
- **Mall transportation**, including how participants got to the Mall, whether they used the MallRide while they were on the Mall, and how satisfied they were with various aspects of the MallRide; and
- **Satisfaction and time spent at the mall**, including how long participants intended spending on the Mall, how satisfied they were with various aspects of the Mall, and how satisfied they were with any events that they attended.

Survey Administration

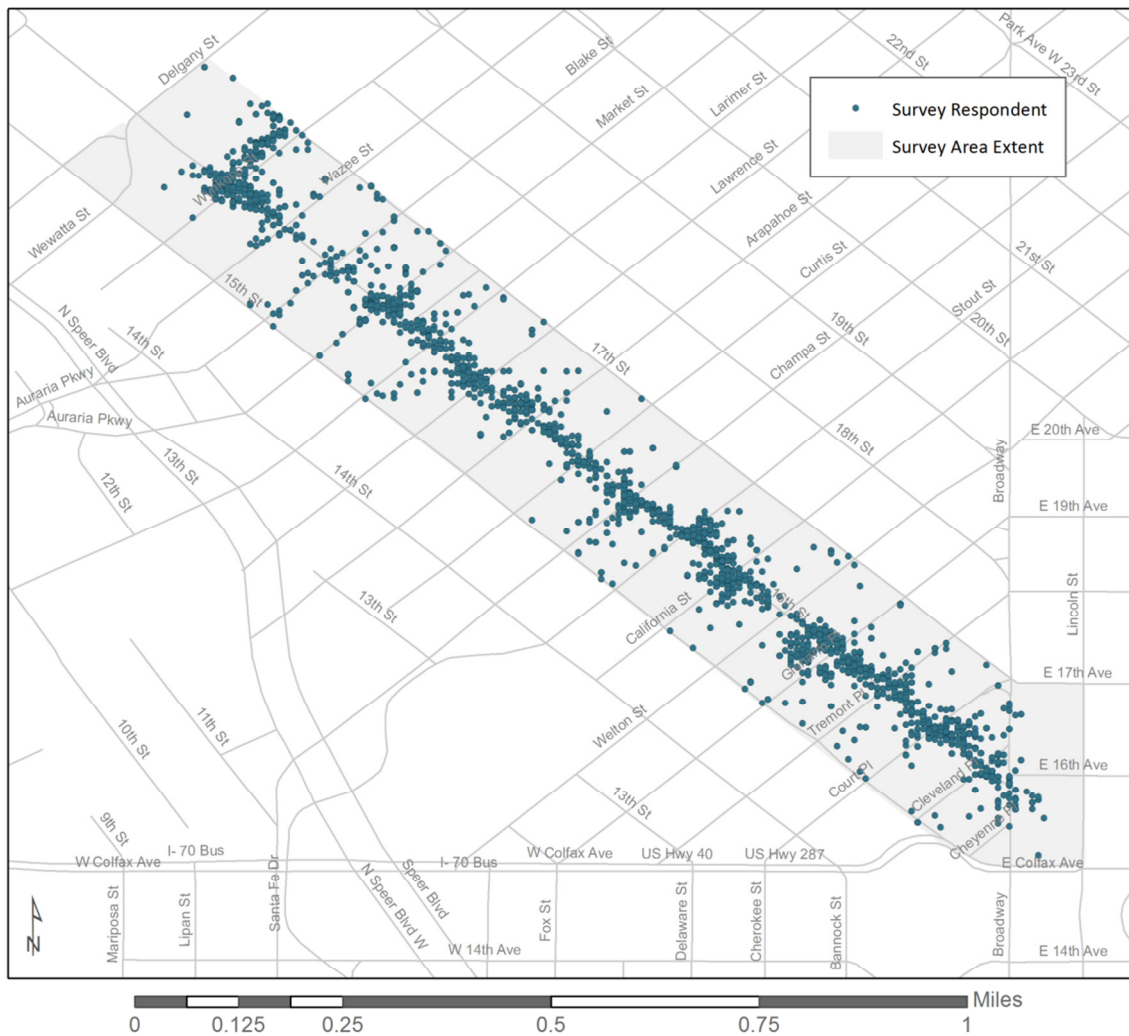
BBC conducted intercept surveys with 2,855 Mall patrons between the hours of 9 am and 9 pm on Saturdays and Sundays. The project team administered the surveys on iPad mini tablet computers using QuickTap Survey software. Surveyors approached patrons between 15th and 17th Streets on various intersections between Civic Center and Union Station and asked them if they would be interested in participating in a brief survey about the Mall. Surveyors approached patrons in a random manner. Patrons who agreed to participate in the survey were given verbal instructions on how to participate and completed surveys and were accompanied by a surveyor as they completed them. As an incentive to participate, patrons were offered two RTD FreeRide coupons and the option to enter a drawing to win one of ten \$100 Visa gift cards. Figure 2 presents a map of where each participant was when he or she participated in the survey.

SECTION III.

Results

BBC analyzed survey results to provide information that will allow RTD to assess visitor experiences with the Mall area and the MallRide. BBC conducted all statistical analysis using R statistical software. As appropriate, the study team made determinations of statistical significance using two-tailed tests at $\alpha = .05$.

Figure 2.
Survey respondents by location of survey completion



Source: RTD 2016 16th Street Mall Survey.

Demographic and Household Characteristics

BBC assessed key demographic and household characteristics of survey respondents. Figure 3 presents key results from the project team’s analyses of those characteristics. As shown in Figure 3:

- More than one-half of respondents were non-Hispanic whites;
- Nearly two-thirds of respondents reported household incomes of less than \$50,000;
- Nearly one-half of respondents were college graduates; and
- Over three-fourths of respondents reported using a paid RTD service in the past 12 months (e.g., RTD bus or light rail).

Figure 3.
Respondent characteristics

Characteristic	Percent of Sample	Characteristic	Percent of Sample
Age		Household Income	
18-24	22 %	Under \$15,000	21 %
25-34	30	\$15,000-\$24,999	14
35-44	19	\$25,000-\$34,999	14
45-54	15	\$35,000-\$49,999	12
55-64	10	\$50,000-\$74,999	14
65 or older	4	\$75,000-\$99,999	8
Ethnic Background		\$100,000 or more	13
Caucasian/White (not Hispanic)	56 %	Prefer not to answer	5
African American/Black	17	Use of the Following (Past 12 Months):	
Hispanic/Latino	14	RTD light rail	71 %
Native American/Indian	3	16th Street MallRide Shuttle	61
Asian/Pacific Islander	3	RTD Bus (Including Flatiron Flyer)	51
Other/No response	7	RTD Commuter Rail (A Line)	28
Gender		SkyRide	9
Male	60 %	Call-n-Ride	5
Female	39	BroncosRide	5
Other	1	RockiesRide	5
Education Level		BuffRide	2
Less than 12 years	5 %	Access-a-Ride	1
High school graduate	20	Other	1
Some college	29	None	9
College graduate	33		
Post graduate degree	13		

Source: RTD 2016 16th Street Mall Survey.

Reasons for Visiting the Mall

The survey included various questions about respondents' visits to the Mall area including information about purposes for those visits and factors that would increase their desire to visit the Mall in the future.

Purpose. Respondents were asked to indicate the reasons why they were visiting the Mall area. Figure 4 presents those results. Respondents most often listed sightseeing (28%), social/entertainment purposes (26%), and visiting restaurants/bars (21%) among the reasons why they visited the Mall area. Respondents were also asked to indicate what the primary reason was for their visits to the Mall area. The darker portions of the bars in Figure 4 present the percentage of respondents who indicated that each reason was the primary reason why they visited the Mall area. As shown in Figure 4, the reasons that respondents most often indicated was their primary reason for visiting the Mall was sightseeing (18%), work (18%), and social/entertainment purposes (15%).

Figure 4.
Purposes of Mall visit

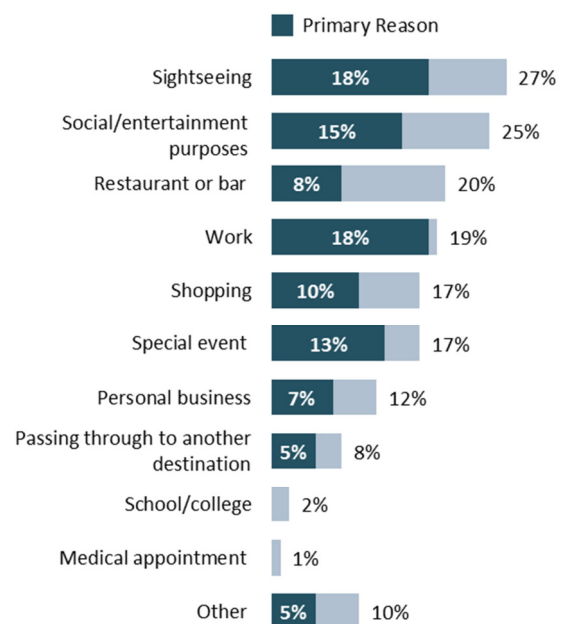
Note:

n=2,855.

When asked to indicate the various reasons why they were visiting the Mall area, respondents were able to check all that apply. Each bar presents the total percentage of respondents that chose each event or activity as a reason for their visit. The darker portions indicate the percentage of respondents who indicated that each event or activity was the *primary* reason for their visit to the Mall area. Respondents were asked to choose only one primary reason for their visit to the Mall area.

Source:

RTD 2016 16th Street Mall Survey.



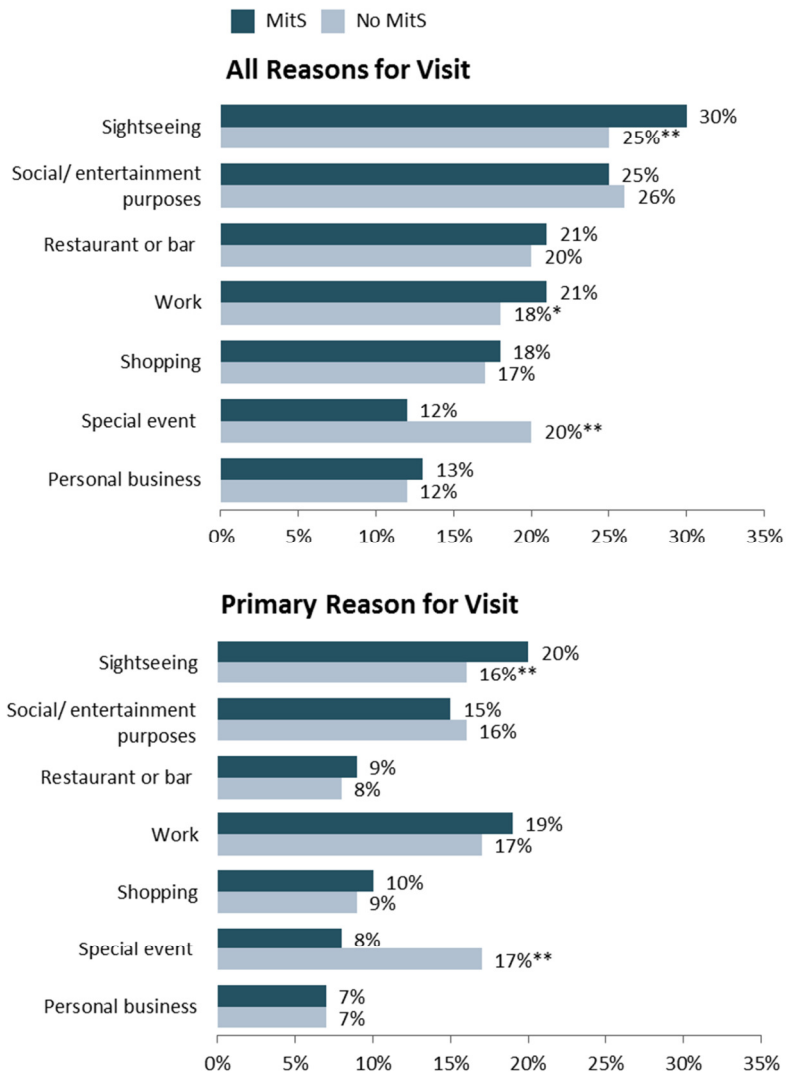
Purpose by MitS. The project team also assessed whether there were differences in the purpose of respondents' visits to the Mall area on days when there were MitS events versus days when there were no MitS events. The top of Figure 5 presents those results. A larger percentage of respondents indicated that a reason for their visit was sightseeing on days when there were MitS events than on days when there were no MitS events (30% vs. 25%). In addition, a smaller percentage of respondents indicated that a reason for their visit was a special event (such as a sporting event or farmer's market) on days when there were MitS events than on days when there were no MitS events (12% vs. 20%). In addition, a larger percentage of respondents indicated that work was a reason for their visit on days when there were MitS events than when there were no MitS events (21% vs. 18%). Those differences were all statistically significant.

Figure 5 also shows that a similar pattern emerged when respondents were asked to indicate their primary reason for visiting the mall area. A larger percentage of respondents indicated that the primary reason for their visit was sightseeing on days when there were MitS events than on days when there were no MitS events (20% vs. 16%). In addition, a smaller percentage of respondents indicated that the primary reason for their visit was for a special event on days when there were MitS events than on days when there were no MitS events (8% vs. 17%). Both of those differences were statistically significant.

Figure 5.
Purpose of visit on days with and without MitS events

Note:
 MitS n = 1318; no MitS n = 1537
 Graph does not include reasons indicated by less than 10% of respondents.
 *, ** Denotes that the difference in the percentage between MitS and no MitS is statistically significant at the 95% and 99% confidence level, respectively.

Source:
 RTD 2016 16th Street Mall Survey.



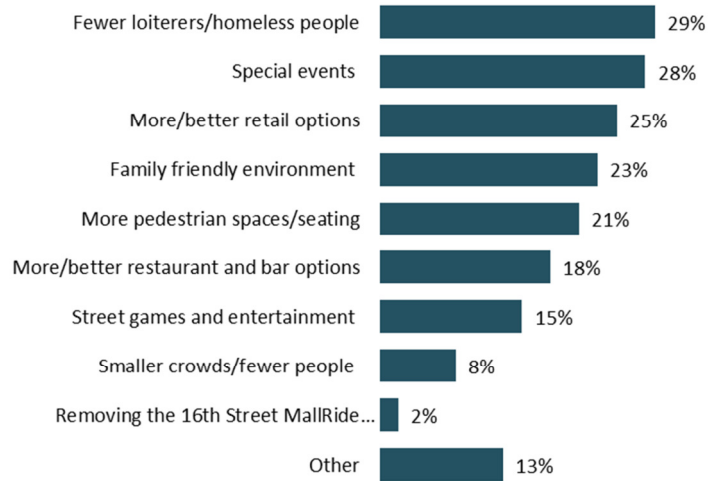
Increasing Mall Visits. Respondents were asked to indicate factors that would increase their desire to visit the Mall area more often in the future. Figure 6 presents those results. Respondents most often listed fewer loiterers/homeless people (29%), more special events (28%), and more/better retail options (25%) as factors that would increase their desire to visit the Mall more often. Relatively few respondents indicated that removing the MallRide (2%) would increase their desire to visit the Mall area. The project team also assessed whether there were differences in the factors that respondents indicated would increase their desire to visit the Mall area on days when there were MitS events versus days when there were no MitS events. A larger percentage of respondents indicated that a family friendly environment would increase

their desire to visit the Mall on days when there were MitS event compared to days when there were no MitS events (28% vs. 19%). That difference was statistically significant difference.

Figure 6.
Factors that would increase Mall visits

Note:
n=2,855.

Source:
RTD 2016 16th Street Mall Survey.



Mall Transportation

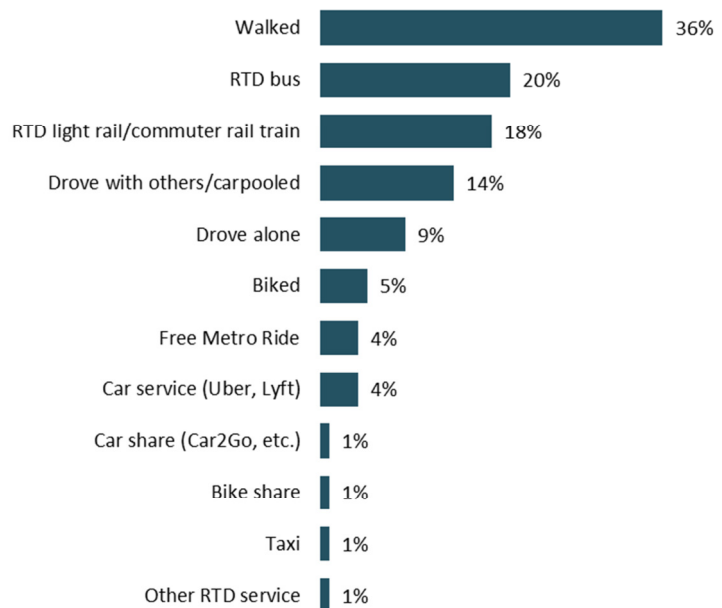
The survey included several questions about visitors' transportation to the Mall area and transportation that they used while they were visiting the Mall area. Key topics included how participants got to the Mall, whether they used the MallRide while they were on the mall, and how satisfied they were with various aspects of the MallRide.

Travel to the Mall area. Respondents indicated how they arrived to the Mall area. As shown in Figure 7, the most common means of transportation to the Mall area were walking (36%), paid RTD services (RTD bus = 20%; RTD rail = 18%), and driving with others (14%).

Figure 7.
Transportation to the Mall area

Note:
n=2,855.

Source:
RTD 2016 16th Street Mall Survey.



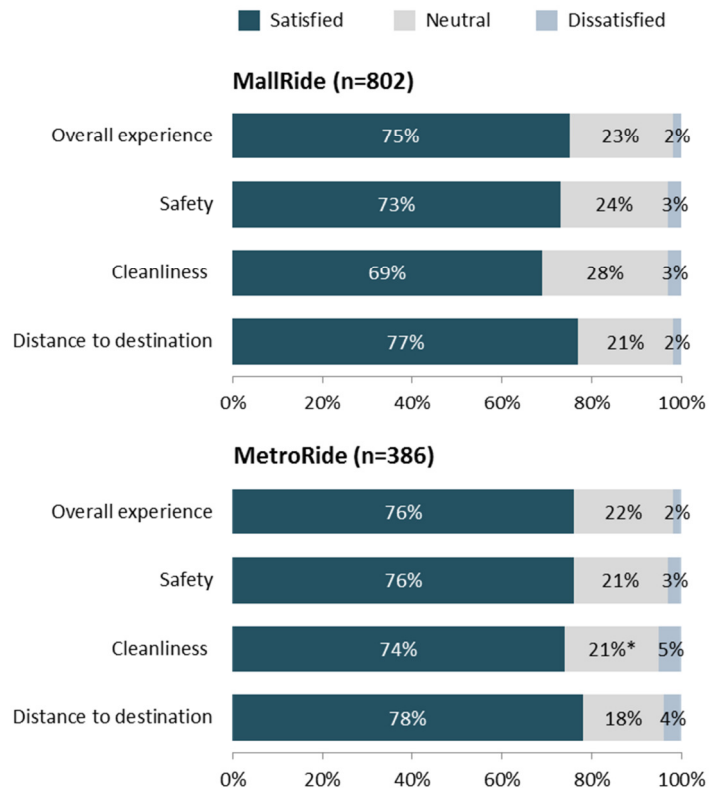
MallRide and MetroRide. Forty-two percent of respondents indicated that they rode either the MallRide or the MetroRide while visiting the Mall area. Of those respondents, 68 percent rode on days when the standard MallRide was running whereas 32 percent rode the detoured MetroRide. Respondents who rode the MallRide or the MetroRide did so for an average of 6.32 blocks.

Overall satisfaction with the MallRide and MetroRide. Visitors that rode the MallRide or MetroRide were asked to rate their satisfaction with various aspects of those services. Respondents rated their satisfaction on a scale from 0 to 5 where 0 indicated *extremely dissatisfied* and 5 indicated *extremely satisfied*. Figure 8 presents satisfaction results for respondents who rode the MallRide and the MetroRide in terms of the percentage of participants who *were satisfied* (ratings of 4 or 5), *neutral* (ratings of 2 or 3), and *dissatisfied* (ratings of 0 or 1) with various aspects of those services. As shown in Figure 8, overall satisfaction with the MallRide and MetroRide was relatively high. Approximately three-quarters of respondents who used those services indicated that they were *satisfied* with their overall experience. A large majority of respondents were also *satisfied* with the safety, cleanliness, and distance to their destinations. There was only one difference between respondents who rode the MallRide and respondents who rode the MetroRide in terms of satisfaction ratings. A larger percentage of those who rode the MallRide than those who rode the MetroRide indicated that they were *neutral* with regard to cleanliness.

Figure 8.
Satisfaction with the MallRide and MetroRide

Note: *Denotes that the difference in the proportions between the ratings of those who rode the MallRide and those who rode the MetroRide is statistically significant at the 95% confidence level.

Source:
RTD 2016 16th Street Mall Survey.

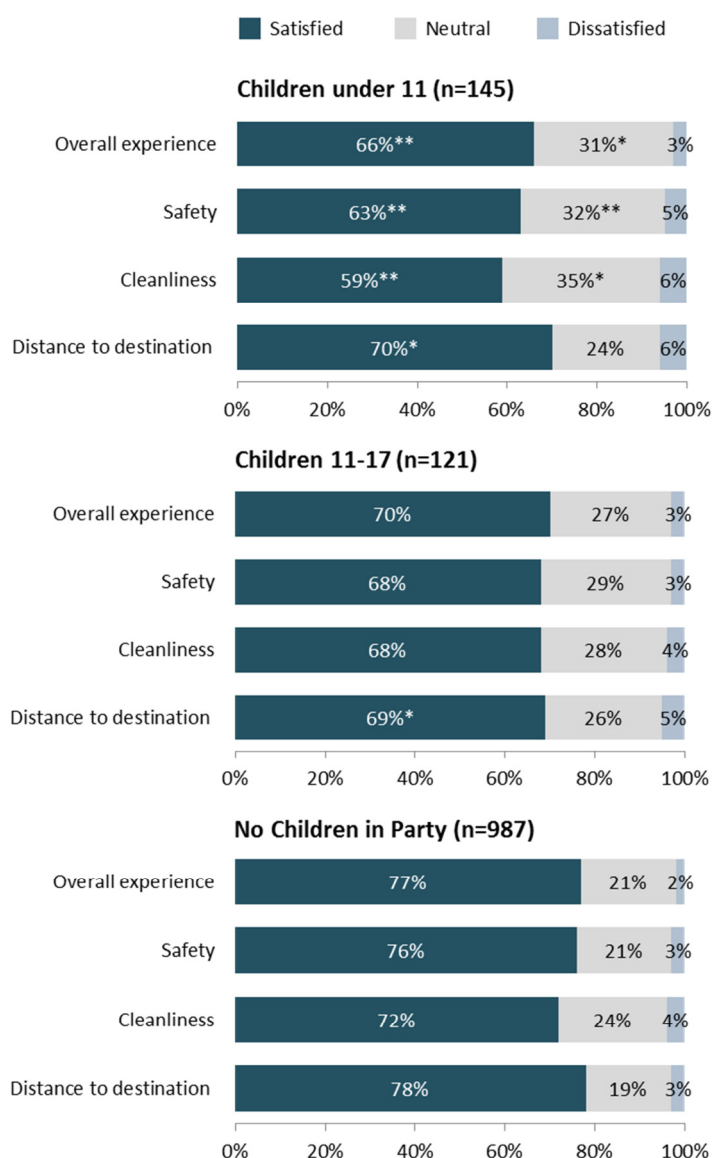


Transportation satisfaction and children. The project team assessed whether respondents having children in their parties affected their satisfaction with the MallRide and MetroRide. Figure 9 presents satisfaction results for various aspects of the MallRide and MetroRide for respondents who had children under the age of 11; for respondents who had children between ages 11 and 17; and for respondents who did not have children. Because there were no statistically significant differences between respondents who rode the MallRide and respondents who rode the MetroRide, Figure 9 presents results combined across both services. As shown in Figure 9, respondents who had children under the age of 11 were less likely than respondents who did not have children to indicate that they were *satisfied* (i.e., give a rating of 4 or 5) with any aspect of the MallRide or MetroRide. In addition, both groups of respondents who had children were less likely than respondents who did not have children to indicate that they were *satisfied* with the distance to their destinations.

Figure 9.
Satisfaction with the MallRide and MetroRide for respondents with and without children

Note: *, ** Denotes that the difference in the proportions between the ratings of those with children and those without children in their party is statistically significant at the 95% and 99% confidence level, respectively.

Source:
 RTD 2016 16th Street Mall Survey.



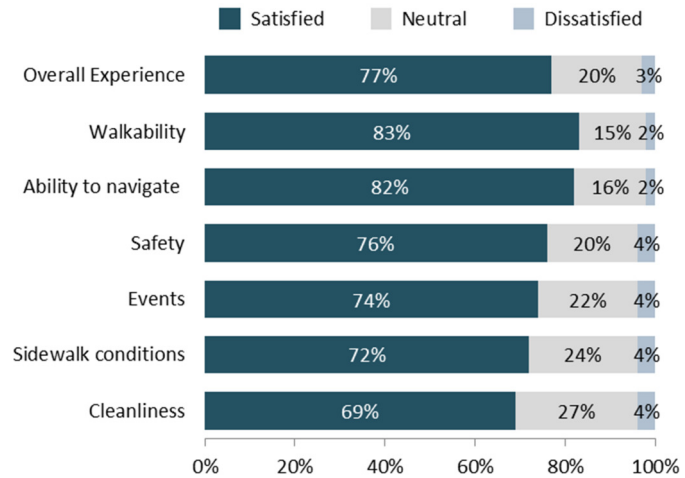
Satisfaction with the Mall

Visitors were asked to rate their satisfaction with their overall experience visiting the Mall area as well as with various aspects of their visits. Respondents rated their satisfaction on a scale from 0 to 5 where 0 indicated *extremely dissatisfied* and 5 indicated *extremely satisfied*. Figure 10 presents satisfaction results in terms of the percentage of respondents who *were satisfied* (ratings of 4 or 5), *neutral* (ratings of 2 or 3), and *dissatisfied* (ratings of 0 or 1) with various aspects of their Mall experience. As shown in Figure 10, a large majority of visitors indicated being *satisfied* with their overall experience visiting the Mall area (77%). Large percentages of respondents also indicated being *satisfied* with each aspect of their experience particularly walkability (83%), ability to navigate (82%), and safety (76%).

Figure 10.
Satisfaction with Mall experience

Note:
n=2,855.

Source:
RTD 2016 16th Street Mall Survey.



Satisfaction and transportation. The project team assessed whether riding either the MallRide or MetroRide affected respondents' satisfaction with their overall experience visiting the Mall area. Figure 11 presents satisfaction results for respondents who used the MallRide or MetroRide (i.e., riders) and those who did not (i.e., non-riders).¹ As shown in Figure 11, there was no difference between the percentage of riders and non-riders who indicated that they were *satisfied* with their overall experiences visiting the Mall area. However, a larger percentage of non-riders than riders indicated that they were *satisfied* with the walkability of the Mall (84% vs. 80%) and their ability to navigate the Mall (84% vs. 79%). Both of those differences were statistically significant.

¹ A significantly larger proportion of respondents who rode on the MetroRide than those who rode the MallRide indicated that they were *dissatisfied* with their overall experience visiting the Mall area (4% and 2%). There were no other statistically significant differences in satisfaction ratings between those respondents who rode the MallRide and respondents who rode the MetroRide.

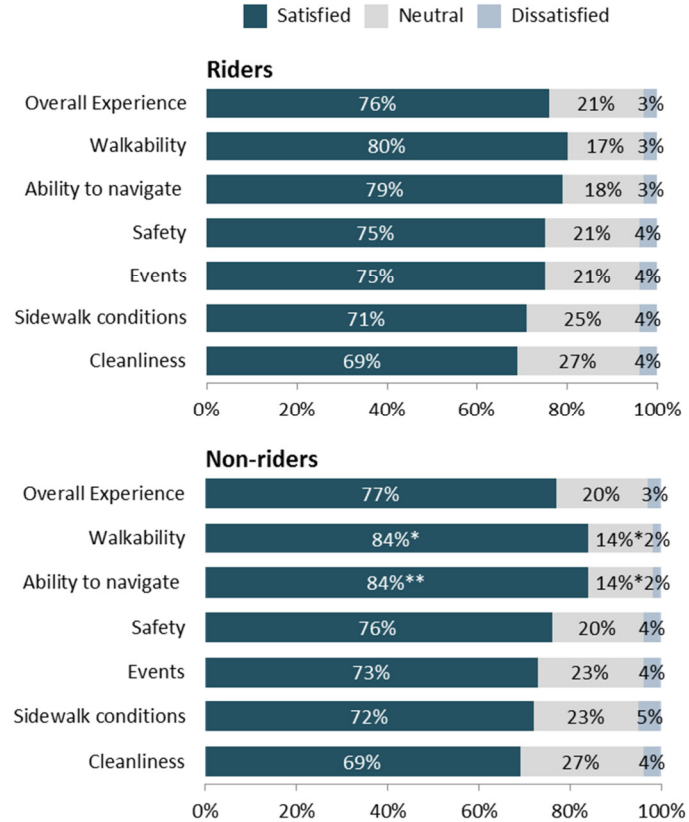
Figure 11.
Satisfaction with Mall experience
for MallRide riders and non-riders

Note:

*, ** Denotes that the difference in the proportions between the detoured and standard route is statistically significant at the 95% and 99% confidence level, respectively.

Source:

RTD 2016 16th Street Mall Survey.



Satisfaction and children. The project team also assessed whether respondents having children in their parties affected their satisfaction with the Mall area. Figure 12 presents those results. As shown in Figure 12, a larger percentage of respondents without children than respondents with children indicated that they were *satisfied* with various aspects of the Mall area. Specifically, respondents without children were significantly more likely than respondents without children to indicate that they were *satisfied* with the walkability and ability to navigate the Mall area. In addition, respondents without children were significantly more likely than respondents with children under the age of 11 to indicate that they were *satisfied* with the safety (76% vs. 70%), the sidewalk conditions (73% vs. 62%), and the cleanliness (70% vs. 63%) of the Mall area.

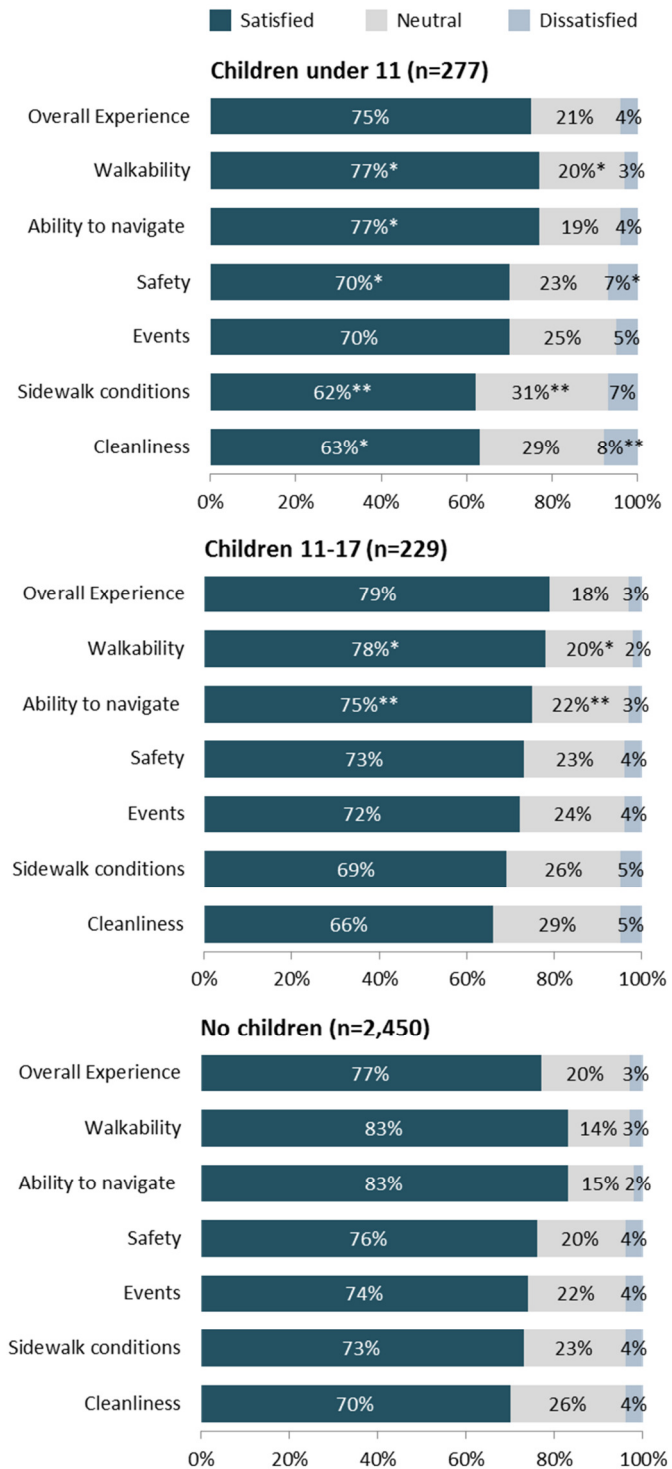
Figure 12.
Satisfaction with the Mall for
respondents with and without
children

Note:

*, ** Denotes that the difference in the proportions between the ratings of those with children and those without children in their party is statistically significant at the 95% and 99% confidence level, respectively.

Source:

RTD 2016 16th Street Mall Survey.



Satisfaction and events. The project team assessed whether the presence or absence of various events—Rockies games, MitS events, or other downtown events—affected satisfaction with the overall experience of visiting the Mall area.² BBC’s analyses showed that respondents’

² As described in the Introduction of this report, other events included events such as the People’s Fair and Chalk Art Festival.

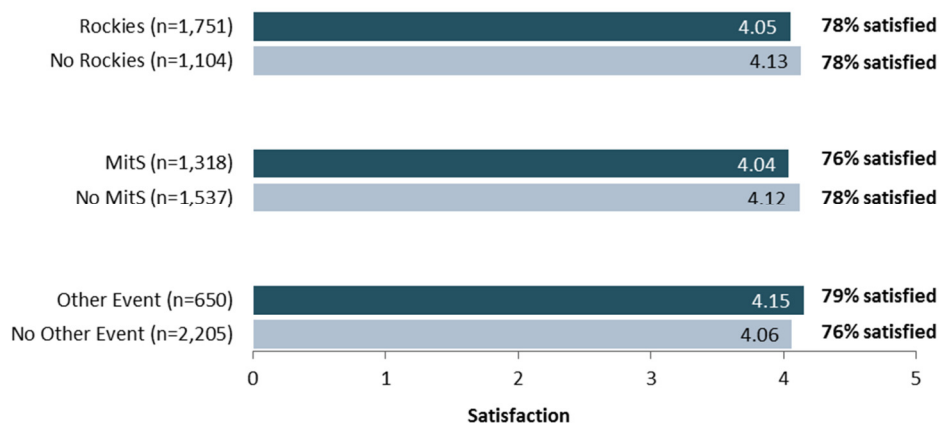
mean satisfaction ratings for their overall experience visiting the Mall were nearly identical for days when some event was occurring (4.08) and for days when no events were occurring (4.08). Similarly, the percentage of respondents who indicated that they were *satisfied*—that is, gave a satisfaction rating of 4 or 5—was similar for days when some event was occurring and for days when no events were occurring (76% vs. 77%).

The project team also assessed the effect that particular types of events had on satisfaction with the overall Mall experience. Figure 13 presents mean overall satisfaction for all respondents on days when Rockies games, MitS events, or other downtown events either occurred or did not occur. The percentage of all respondents who indicated that they were *satisfied*—that is, gave a satisfaction rating of 4 or 5—are shown to the right of each bar for each event condition. As shown in Figure 13, overall satisfaction with the Mall area did not vary with the presence or absence of any of the events nor did satisfaction vary across the different event types. Mean satisfaction ratings of the overall experience of visiting the Mall area ranged from 4.04 (days with Mits events) to 4.15 (days with other events). Similarly, the percentage of respondents who indicated being *satisfied* with their overall experience visiting the mall ranged from 76 percent (days with Mits events) to 79 percent (days with other events). None of the differences presented in Figure 13 were statistically significant.

Figure 13.
Satisfaction with the Mall by event type

Note:
Mean satisfaction.

Source:
RTD 2016 16th Street
Mall Survey.



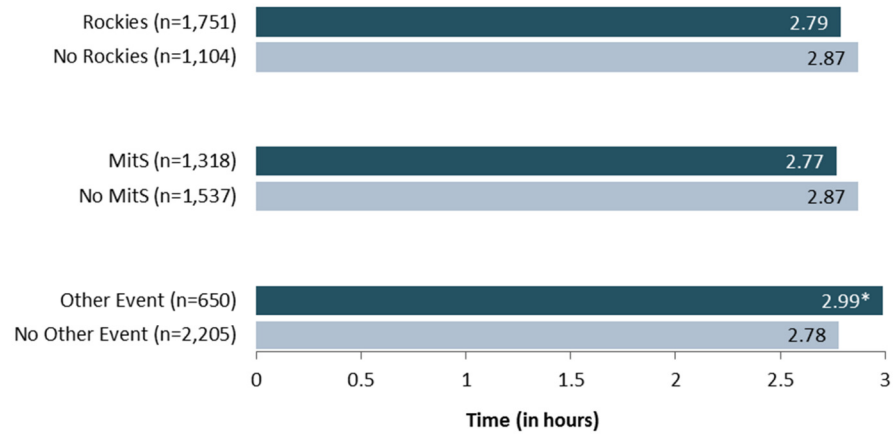
The project team also used hierarchical multiple linear regression analyses to examine whether the various events and other factors had independent relationships with respondents’ satisfaction with their overall experience visiting the Mall area. Detailed results of the regression analyses are presented in Appendix B. The results indicated that the only factor that was significantly related to overall satisfaction was the day’s temperature. The relationship between temperature and satisfaction was such that higher temperatures were associated with lower levels of overall satisfaction (i.e., a negative relationship). After statistically controlling for temperature, the presence or absence of any of the three event types was not related to respondents’ satisfaction with their overall Mall experience.

Time spent on the Mall. The project team also examined whether the presence or absence of various events affected the amount of time that respondents spent visiting the Mall area. Similar to satisfaction, the mean amount of time that respondents spent visiting the Mall area was nearly identical for days when some event was occurring (2.83 hours) and for days when no events were occurring (2.80 hours). The project team also assessed the effect that particular types of

events had on time spent in the Mall area. Figure 14 presents the mean amount of time that all respondents spent visiting the Mall area on days when Rockies games, MitS events, or other downtown events either occurred or did not occur. As shown in Figure 14, the only event that affected time spent visiting the Mall area was other events such as the People’s Fair and the Chalk Art Festival. Respondents who visited the Mall area on days when other events occurred (2.99 hours) spent significantly more time visiting the Mall area than respondents who visited the Mall area on days when no other events occurred (2.78 hours). The presence or absence of Rockies games or MitS events appeared to have little or no effect on time spent on the mall.

Figure 14.
Hours spent on
Mall by event
type

Source:
 RTD 2016 16th Street Mall
 Survey.



SECTION IV.

Discussion

The 2016 RTD 16th Street Mall Survey revealed important information that RTD can use to assess factors that impact visitors' experiences on the Mall as well as the MallRide and MetroRide. Key results from the 2016 RTD 16th Street Mall Survey and their implications include the following:

- Nearly two-thirds of respondents reported using the MallRide in the past 12 months indicating that Mall visitors value and use the MallRide and perhaps on a regular basis.
- The majority of respondents indicated that they were visiting the Mall for sightseeing, social, or entertainment purposes including special events. Those results indicate that visitors are drawn to the Mall for a variety of social and entertainment reasons and additional special events might help increase the Mall's desirability.
- Respondents indicated fewer loiterers/homeless people, more special events, and more and better retail options would increase their desire to visit the Mall in the future. Very few respondents indicated that removing the MallRide would increase their desire to visit the Mall in the future. RTD and the City should consider that information closely—but also sensitively—when considering how to increase the desirability of the Mall area.
- Overall, respondents indicated that they were satisfied with both the MallRide and the detoured MetroRide including overall experience, safety, cleanliness, and the distance to their destinations. Certain factors impacted satisfaction with some aspects of the MallRide and MetroRide:
 - Passengers who rode on the MetroRide reported being more satisfied with cleanliness than those who rode on the MallRide.
 - Passengers who were traveling with children in their party were less satisfied with the MallRide and MetroRide than those without children in their party.
- Respondents generally indicated that they were very satisfied with their overall Mall experience as well as with various aspects of their visit to the Mall area including walkability, safety, and the events. However, having children affected satisfaction with certain aspects of the area:
 - Respondents with children in their party were less satisfied with the walkability of the Mall area and the ability to navigate it.
 - Respondents with children under the age of 11 in their party were also less satisfied with the safety, cleanliness, and sidewalk conditions of the Mall area.

- There was very little evidence indicating that the presence or absence of events had any effect on respondents' satisfaction with the Mall area or the amount of time that they spent on the Mall area. (However, respondents did appear to spend slightly more time visiting the Mall area when other events—such as the People's Fair and the Chalk Art Festival—were occurring.) Those results indicate that visitors' experiences on the mall are not affected by the various special events that they experience. RTD and the City should carefully consider that information when deciding whether the cost of hosting such events provides enough value.

APPENDIX A.

**Survey Instrument
(Accessible Version upon Request)**

APPENDIX A.

Survey Instrument

Surveyor inputs prior to collecting survey data:

- Is the participant completing the survey:
 - On the 16th Street Mall
 - On a transverse street
- Weather: Rainy/Not rainy
- Temperature: _____

1. For what reasons are you visiting the 16th Street Mall area today? (Check all that apply.)
[RANDOMIZE, EXCEPT 'PASSING THROUGH' and 'OTHER']

- Special event (for example, sports event, public festival or farmer's market)
- Sightseeing
- Work
- Social/entertainment purposes
- Medical appointment
- Personal business
- Shopping
- Restaurant or bar
- School/college
- Passing through on my way to another destination
- Other (please specify): _____

2. Which of the reasons would you say is the primary purpose for your visit to the 16th Street Mall area today? (One response only.)

[RANDOMIZE, EXCEPT 'PASSING THROUGH' and 'OTHER']

- Special event (for example, sports event, public festival or farmer's market)
- Sightseeing
- Work
- Social/entertainment purposes
- Medical appointment
- Personal business
- Shopping
- Restaurant or bar
- School/college
- Passing through on my way to another destination
- Other (please specify): _____

3. How did you get to the 16th Street Mall area today? (Check all that apply.)

[RANDOMIZE, EXCEPT 'OTHER']

- Walked
- Biked
- Drove alone
- Drove with others/carpooled
- Bike share
- Car share (Car2Go, etc.)
- Car service (Uber, Lyft)
- Taxi
- Free Metro Ride
- RTD light rail/commuter rail train
- RTD bus
- Other RTD Service (please specify): _____

4a. Approximately how much total time have you spent in the 16th Street Mall area today? (Please round to the nearest half hour).

_____ hours

4b. Approximately how much total time do you plan on spending in the 16th Street Mall area today, including the time you've already spent here today? (Please round to the nearest half hour)

_____ hours

5a. Please rate your satisfaction with your overall experience in the 16th Street Mall Area today. Rate your satisfaction on a scale from 0 to 5 where 0 indicates *extremely dissatisfied* and 5 indicates *extremely satisfied*.

[Rating scale 0-5, where 0=Extremely dissatisfied; 5=Extremely satisfied]

5b. Please briefly describe why you rated your overall experience in the 16th Street Mall Area the way that you did.

[OPEN-ENDED RESPONSE]

6. Please rate your satisfaction with the following aspects of your visit to the 16th Street Mall area today on a scale from 0 to 5 where 0 indicates *extremely dissatisfied* and 5 indicates *extremely satisfied*.

[Rating scale 0-5, where 0=Extremely dissatisfied; 5=Extremely satisfied]

[RANDOMIZE]

- Safety of the area
- Cleanliness of the area
- Events in the area
- Walkability of the area
- Ability to navigate where you want to go
- Sidewalk conditions in the area

7. Did you ride the free 16th Street Mall Ride Shuttle today?

- Yes
- No **[SKIP to 8d]**

8a. For about how many blocks did you ride the 16th Street Mall Ride Shuttle?

[ENTER NUMERIC VALUE 1-20]

8b. Please rate your satisfaction with your overall experience on the 16th Street Mall Ride Shuttle today on a scale from 0 to 5 where 0 indicates *extremely dissatisfied* and 5 indicates *extremely satisfied*.

[Rating scale 0-5, where 0=Extremely dissatisfied; 5=Extremely satisfied]

8c. Please rate your satisfaction with each aspect of your shuttle ride today on a scale from 0 to 5 where 0 indicates *extremely dissatisfied* and 5 indicates *extremely satisfied*.

[Rating scale 0-5, where 0= Extremely dissatisfied; 5=Extremely satisfied]

[RANDOMIZE]

- Safety of the shuttle
- Cleanliness of the shuttle
- Distance from shuttle stop to your destination

8d. [IF "NO" IN 7] Please indicate why you did not ride the 16th Street MallRide Shuttle today. (Check all that apply.)

[RANDOMIZE, EXCEPT 'OTHER']

- The 16th Street MallRide Shuttle was not operating on 16th Street Mall today.
- My destination was within walking distance, and/or I prefer to walk.
- The 16th Street MallRide Shuttle did not arrive quickly enough.
- The 16th Street MallRide Shuttle was too crowded.
- I generally don't like riding the 16th Street MallRide Shuttle.
- Other (specify) _____

9. Which of the following would make you want to visit the 16th Street Mall area more often? (Check all that apply.)

[RANDOMIZE, EXCEPT 'OTHER']

- More retail options/Better retail options
- More restaurant and bar options/Better restaurant and bar options
- Special events (for example, sports event, public festival, or farmer's market)
- Family friendly environment
- Fewer loiterers/homeless people
- More pedestrian spaces/seating
- Smaller crowds/fewer people in general
- Street games and entertainment (for example, music, lawn games, or art installations)
- Removing the 16th Street MallRide Shuttle from the Mall
- Other (specify) _____

10a. Are you visiting the 16th Street Mall today because of a special event(s)?

- Yes
- No **[SKIP to 11]**

10b. Have you attended the special event yet?

- Yes
- No **[SKIP to 11]**

10c. Please rate your overall satisfaction with the special event(s) that you attended on a scale from 0 to 5 where 0 indicates *extremely dissatisfied* and 5 indicates *extremely satisfied*.

[Rating scale 0-5, where 0= Extremely dissatisfied; 5=Extremely satisfied]

11. How often do you use or go to each of the following:

[Matrix with following scale:

Never

Once a year

Once a month

Once a week

Several times a week

Every day or nearly every day

NA=Don't know/Not applicable]

- Downtown Denver
- 16th Street Mall area
- RTD bus or light rail train service
- 16th Street MallRide Shuttle

12. Which of the following RTD services have you used in the past 12 months? (Check all that apply.)

[RANDOMIZE, EXCEPT 'OTHER' and 'NONE']

- RTD Bus (Including Flatiron Flyer)
- RTD light rail
- RTD Commuter Rail (A Line)
- SkyRide
- Call-n-Ride
- 16th Street MallRide Shuttle
- BroncosRide to football games
- Access-a-Ride (service for people with disabilities)
- RockiesRide to baseball games
- BuffRide to C.U. football
- Other (specify) _____
- None of these services

13. What category best describes your occupation/employment status? (One response only.)

[RANDOMIZE, EXCEPT 'OTHER']

- Professional/Managerial
- Sales/Clerical/Service
- Laborer/Craftsman/Foreman
- Unemployed/Looking for Work **[SKIP to 14b]**
- Student/Employed
- Student (Only) **[SKIP to 14b]**
- Homemaker **[SKIP to 14b]**
- Retired **[SKIP to 14b]**
- Disabled (Unable to Work) **[SKIP to 14b]**
- Other (specify) _____

14a. What is the ZIP code of where you work? _____

14b. What is the ZIP code of where you live? _____

15. With which gender do you most closely identify?

- Male
- Female
- Other

16. Please tell us your age.

[ENTER NUMERIC VALUE 18-150]

17. What is your marital status?

- Single
- Married
- Other

18. What is the highest level of formal education that you have completed?

- Less than 12 years
- High school graduate
- Some college
- College graduate
- Post graduate degree

19a. Including yourself, how many people live in your household? _____

19b. How many children under the age of 18 live in your household? _____

20a. How many people are in your party today? _____

20b. How many children under 11 are in your party today? _____

20c. How many children between 11 and 17 are in your party today? _____

21. Which one of the following categories best describes your racial/ethnic background? (One response only, please.)

- Caucasian/White – not Hispanic origin
- African American/Black
- Hispanic/Latino
- Native American/Indian
- Asian/Pacific Islander
- Other(specify) _____

22. Which one of the following categories best describes the total annual income, before taxes, for all persons in your household?

- Under \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more

APPENDIX B.

Regression Analysis Results

APPENDIX B.

Regression Analysis Results

Figure B-1.
Effects of events on total time spent in the Mall area.

Note:
Coefficients are significant at: 1% (***), 5% (**), 10% (*).
Responses of > 24 hours were excluded from the analysis.

Source:
RTD 16th Street Mall Survey

Regressors	Models			
	(1)	(2)	(3)	(4)
Constant	1.859 (2.867)	1.216 (1.709)	1.225 (1.720)	1.122 (1.529)
Temperature	0.028 (1.495)	0.045 ** (2.204)	0.046 ** (2.227)	0.047 ** (2.291)
Other event		0.045 ** (2.185)	0.041 * (1.778)	0.044 * (1.865)
MitS			-0.008 (-0.374)	-0.020 (-0.669)
Rockies				0.017 (0.586)
Adjusted R-square	0.000	0.002	0.001	0.001
No. of observations	2794	2794	2794	2794

Figure B-2.
Effects of events on satisfaction with overall experience in the Mall area.

Note:
Coefficients are significant at: 1% (***), 5% (**), 10% (*).

Source:
RTD 16th Street Mall Survey

Regressors	Models			
	(1)	(2)	(3)	(4)
Constant	4.668 (21.895)	4.574 (19.480)	4.580 (19.500)	4.627 (19.127)
Temperature	-0.052 *** (-2.765)	-0.044 ** (-2.196)	-0.043 ** (-2.106)	-0.045 ** (-2.205)
Other event		0.019 (0.337)	0.010 (0.422)	0.005 (0.23)
MitS			-0.021 (-0.956)	-0.005 (-0.184)
Rockies				-0.023 (-0.809)
Adjusted R-square	0.002	0.002	0.002	0.002
No. of observations	2855	2855	2855	2855

Note: The detoured MetroRide was in service on all days when MitS events occurred. Therefore, the effects of MitS events on satisfaction with the Mall area and time spent visiting the Mall area cannot be disentangled from the effects of the MetroRide service.