The kick-off survey was launched in the second half of 2019 before the COVID-19 pandemic hit the United States. The midpoint survey was started not long after the COVID-19 lock down. The survey aimed to solicit community input on four categories. Lastly, the draft policy recommendation survey was done after draft policy recommendations were completed by the planning team, and the survey looked to solicit feedback from the public regarding the policy recommendations.

This report shares how our engagement activities and demographics have shifted during the pandemic.
Midpoint Survey Results & Analysis Land Use
Summer 2020
For comparison: West Area Demographics (% of total pop.)
Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

- White: 76%
- Hispanic, Latino or Spanish Origin: 25%
- American Indian or Alaska Native: 2%
- Asian or Asian American: 1%
- Black or African American: 1%
- Middle Eastern or North African: 0%
- Native Hawaiian or other Pacific Islander: 0%
- Other Races or Two or More Races: 1%

Q: What is your race and/or ethnicity?
Survey Respondents; % of respondents
Total = 161; Source: West Area Land Use Opportunities Survey

- White: 76%
- Hispanic, Latino or Spanish Origin: 25%
- American Indian or Alaska Native: 2%
- Asian or Asian American: 1%
- Black or African American: 1%
- Middle Eastern or North African: 0%
- Native Hawaiian or other Pacific Islander: 0%
- Other races or ethnicities (please specify): 4%

WHO ANSWERED THE SURVEYS?

RACE & ETHNICITY

KEY TAKEAWAYS

• While the West Area is majority-minority, those who answered our Land Use Survey are overwhelmingly White.

• Hispanic residents are the most under-represented, given their share of the overall population. Although approximately 66 percent of the entire neighborhood, only 15 percent of survey respondents identify as Hispanic.

• All minority groups are underrepresented except for Asians and the Native Americans in the area.

• In response to these figures, the planning team is spearheading targeted outreach and engagement with the under-represented West Area resident populations.
Q: How old are you?
Survey respondents, % of respondents
Total = 161; Source: West Area Land Use Opportunities Survey

- Under 19 years: 6.69%
- 20 - 29 years: 11.11%
- 30 - 39 years: 52.78%
- 40 - 49 years: 12.57%
- 50 - 59 years: 14.55%
- 60 - 69 years: 3.71%
- 70 - 79 years: 0.69%
- 80 + years: 0.69%

For Comparison: Age Distribution in West Area Neighborhoods (% of total population)

- Under 19 years: 30%
- 20 - 29 years: 16%
- 30 - 39 years: 17%
- 40 - 49 years: 12%
- 50 - 59 years: 11%
- 60 - 69 years: 7%
- 70 - 79 years: 4%
- 80 + years: 3%

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

Q: Please estimate your total household income (past 12mo)

- Under $20,000: 0.73%
- Between $20,000 and $34,999: 5.11%
- Between $35,000 and $49,999: 19.71%
- Between $50,000 and $74,999: 20.44%
- Between $75,000 and $99,999: 45.26%
- Over $100,000: 8.76%

WHO ANSWERED THE SURVEYS?

WHO ANSWERED THE SURVEYS?

KEY TAKEAWAYS

- While there are lots of young people in the West Area, people who are over the age of 30 are more likely to answer our surveys.
- People of higher incomes are more likely to respond to our surveys.
- With a median household income of close to $68,000, close to 70 percent of our survey respondents have household incomes higher than the median of the area.
- Households earning less than the West Area median household income of about $68,000, especially those who earn less than $50,000 per year, are under-represented.
Many respondents agree that density should be planned around RTD stations and along major thoroughfares where infrastructure exists to accommodate growth.

Most respondents prefer moderate and high density options compared to low density and no change.

Most participants prefer low- and moderate-density be planned along parks and open spaces.

**KEY TAKEAWAYS**
• Many participants wish to see changes along Federal, Alameda, Colfax, Knox and Sheridan.

• Others mentioned gentrification and development, pedestrian friendliness, pollution, and redeveloping parking lots are important.
• Construction is high-quality and long-lasting
• Landscaped buffers and deeper lots to reduce visual and noise impacts on neighbors
• Off-street parking is hidden from view of adjacent areas
• New buildings and ground-floors are consistent with existing buildings
• In new buildings, taller portions are pushed back from the street above the number of floors of adjacent buildings for visual consistency
Q: Do you agree with the statement?

Survey Respondents; % of respondents

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00% 40.00% 45.00% 50.00%

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Industrial areas should be adapted to include a greater mix of uses.

KEY TAKEAWAYS

- Most respondents (about 80 percent) either agree or strongly agree with the statement.
- 10 percent of participants either disagree or strongly disagree with the statement.
- Draft policy recommendation survey results revealed that many in the area aspire to re-imagine industrial areas.

QUESTION 4

HOW DO YOU FEEL ABOUT THE FOLLOWING STATEMENT?
RANKING

1. Increase housing choices, such as live/work space, artist studios, etc

2. Promote more job and employment opportunities

3. Create areas that are more compatible with surrounding areas, regardless of use

https://www.denver80238.com/affordable-homes-at-central-park/
https://www.seattletimes.com/explore/careers/the-10-most-in-demand-jobs/
https://archboston.com/community/threads/center-for-student-services-bu-100-bay-state-rd-back-bay.3727/page-14
Q: Tell us which of the options above is most appropriate for each of the West Area neighborhoods.

Survey Respondents; % of respondents
Total = 161; Source: West Area Land Use Opportunities Survey

RESIDENTIAL LAND USE OPTIONS

Option A  Low-Medium Residential. Combination of ADUs, Duplexes, Triplex, and Fourplex
Option B  Medium Residential. Courtyard Apartments, Row-homes, Townhomes, & Condominiums
Option C  Medium-High Residential. Large-scale, Mixed-use, and Multi-unit Developments
Option D  Maintain the current mix of housing
Option E  Any of these would work
Option F  None of these

KEY TAKEAWAYS

- Survey respondents indicate West Colfax and Sun Valley are suitable locations for higher density, mixed-use, and multi-unit development
- In Barnum, Barnum West, and Villa Park, respondents value lower-density residential uses.
RESIDENTIAL LAND USE OPTIONS

Option A Low-Medium Residential. Combination of ADUs, Duplexes, Triplex, and Fourplex
Option B Medium Residential. Courtyard Apartments, Row-homes, Townhomes, & Condominiums
Option C Medium-High Residential. Large-scale, Mixed-use, and Multi-unit Developments
Option D Maintain the current mix of housing
Option E Any of these would work
Option F None of these

KEY TAKEAWAYS

- Most respondents agree that low-medium residential uses are appropriate near schools, parks and open spaces.
- Most support higher-density land use near transit nodes and along bus routes.
What services and amenities would you want to see in neighborhood centers?
Please rank the following options according to what is most important to you.

1. Neighborhood Services (grocery, day care, dry cleaning, etc)
2. Retail and Dining (restaurants, bars, ice cream shops, etc. with outdoor seating area)
3. Gathering Spaces (plazas, outdoor patios, pocket parks, etc.)
4. Housing (townhomes, apartments, etc.)
5. Office Space
6. Other

QUESTION 8
What features are most important to you in potential future neighborhood centers?

1. Street and sidewalk improvements (e.g., larger sidewalks, more trees, safer crossings)
2. High-quality and long-lasting construction
3. Lighting, art, and branding
4. Building ground-floors with design features that are consistent with those around them
5. Buildings that relate to existing buildings in terms of height
6. Off-street parking included
What features are most important to you in potential future neighborhood centers?

1. Architectural features (porches, dormers, etc.)
2. Number of floors/height
3. Housing size
4. Building materials
5. Roof form
6. Wall variation

Image Source: NPI - WEST survey
WHO ANSWERED THE SURVEYS?

Q: What is your race and/or ethnicity?

Survey Respondents; % of respondents

Total = 117; Source: West Area Quality of Life Survey

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic, Latino, or Spanish
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- Other Races/Ethnicities (please specify)

For comparison: West Area

Demographics (% of total pop.)

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

- White
- Hispanic, Latino or Spanish Origin
- American Indian or Alaska Native
- Asian
- Black or African American
- Middle Eastern or North African
- Native Hawaiian or other Pacific Islander: 0%
- Other Races or Two or More Races

KEY TAKEAWAYS

- Similar to the Land Use survey results, respondents who answered our surveys were overwhelmingly White. Hispanic residents, while approximately 66 percent of the area residents, only make up 10 percent of our survey respondents.
- In response to these figures, the planning team is spearheading targeted outreach and engagement with the under-represented West Area resident populations.
WHO ANSWERED THE SURVEYS?

Q: How old are you?
Survey Respondents; % of respondents
Total = 117; Source: West Area Quality of Life Survey

Q: Please estimate your total household income (past 12 mo)
Survey Respondents; % of respondents
Total = 117; Source: West Area Economic Opportunities Survey

For Comparison: Age Distribution in West Area Neighborhoods (% of total population)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 19 years</td>
<td>30%</td>
</tr>
<tr>
<td>20 - 29 years</td>
<td>16%</td>
</tr>
<tr>
<td>30 - 39 years</td>
<td>17%</td>
</tr>
<tr>
<td>40 - 49 years</td>
<td>12%</td>
</tr>
<tr>
<td>50 - 59 years</td>
<td>11%</td>
</tr>
<tr>
<td>60 - 69 years</td>
<td>7%</td>
</tr>
<tr>
<td>70 - 79 years</td>
<td>4%</td>
</tr>
<tr>
<td>80+ years</td>
<td>3%</td>
</tr>
</tbody>
</table>

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

KEY TAKEAWAYS

- Residents age 30+ are more likely to answer our surveys. Younger residents are underrepresented in our survey results.

- Families with a household income of more than $100k per year are the most likely to respond to our survey. Households that earn less than $50k per year only make up around 13 percent of our survey participants.
QUESTION 1

COMMUNITY PRIORITIES FOR PARKS, OPEN SPACE & TRAILS

Please rank the following options for improving park, gulch and trail entrances according to what is most important to you.

1. **Improve Sidewalk Connections Between Trails & Gulches**
2. **Add Lighting Along Trails & Gulches**
3. **Add Native Plants & Vegetation to Enhance Storm-Water Management**
4. **Add Amenities Such As Bathrooms, Water Fountains, Bike Repair Or Exercise Equipment**
5. **Improve Signage Along Gulches & Trails**
Which of these design and safety upgrades do you prefer to encourage more walking and bicycling in your neighborhood?
Choose three of the following options.
Q: Tell us how you feel about the statement

**Survey Respondents; % of respondents**
Total = 117; Source: West Area Quality of Life Survey

**STATEMENT**
The plan should prioritize the establishment of a continuous multi-use trail along Weir Gulch from Alameda Avenue to the South Platte River to address the gaps in the Weir Gulch Trail and provide a route through neighborhoods to the river and Downtown.

**KEY TAKEAWAYS**
- 83 percent of survey respondents agree with this statement while 8 percent strongly disagree
Participants who answered this question clearly want additional bike infrastructure to connect the West Area with Downtown and other neighborhoods.

Other important themes include safety of parks, trails, and crossings.

Some called for expanding the trail system in the area while some also want the existing trails improved.
West area residents tell us and research suggests there are opportunities to address climate resiliency & sustainability in the plan area.

Please rank the opportunities below, according to what is most important to you:

- Create incentives for projects to include more trees, native vegetation, natural storm water management, etc.
- Encourage projects to incorporate sustainable practices (i.e., solar panels, green roofs/cool roofs, energy efficiency, renewable materials, etc.)
- Create incentives for projects to include techniques that improve air quality (i.e., electric vehicle charging stations, bike/vehicle sharing programs, green building guidelines, etc.)
Q: Would you support these types of street upgrades even if it meant the loss of some on-street parking?

Survey Respondents; % of respondents
Total = 117; Source: West Area Quality of Life Survey

- Yes, I support less street parking in exchange for these street upgrades: 68.14%
- No, we need to keep all on-street parking: 4.42%
- I am OK with the loss of some street parking in areas where its necessary in exchange for these upgrades: 27.43%

KEY TAKEAWAYS

- The overwhelming majority (about 95 percent) of survey respondents support street upgrade measures in exchange of on-street parking spaces
- This policy should be implemented very carefully as our survey respondents are mostly higher-income residents who are more likely to have garages.

STATEMENT

Storm water management and water quality practices can reduce environmental contamination and reduce risks while simultaneously slowing vehicular traffic and creating safer streets for walking, rolling and biking. Would you support these types of street upgrades even if it meant the loss of some on-street parking?
Q: Do you agree or disagree?

Denver’s citywide Climate Action Plan suggests removing turf grass and establishing drought-tolerant native plants in certain areas in parks and gulches. The West Area Plan could identify opportunities to take this step in West Area parks and gulches, along park perimeters and stream corridors to help manage stormwater without interfering with playing fields that need grass. Do you agree or disagree?

**KEY TAKEAWAYS**

- About 85 percent of survey respondents agree with the stormwater management measures, and about 11 percent of respondents do not agree with the statement.
KEY TAKEAWAYS

- There were lots of discussion about turf grass.
- The sentiment is rather split between those who advocate for removing turf and those who want to keep turf in place.
- Native plants and more vegetation were mentioned lots of times in the comments.
West area residents have suggested the following enhancements for parks and open spaces.
Please rank them according to what’s important to you.

1. Expand more publicly-accessible open spaces as part of redevelopment.
2. Explore opportunities to create parks where residents do not live within a 10-minute walk from a park.
3. Consider design changes to South Platte River to create new gathering spaces with better access to the river.
4. Add or complete sidewalk pathway around the perimeter of West area parks.
5. Create a civic plaza for community gathering, events and festivals.
6. Explore the addition of community gardens in parks and at some school facilities.
Q: What park amenities would you like to see more of? Check all that apply.

Survey Respondents: % of respondents
Total = 117; Source: West Area Quality of Life Survey

- Most respondents would like to see more trails, walking loops, and nature elements in parks
- Some participants would also like to see dog parks, gathering spaces, and picnic areas
- Fewer participants would like to see sports field of any kind or any more paved area
WHO ANSWERED THE SURVEYS?

What is your race and/or ethnicity?
Survey Respondents; % of respondents
Total = 108; Source: West Area Mobility Survey

- American Indian or Alaska Native: 4%
- Asian: 3%
- Black or African American: 10%
- Hispanic, Latino, or Spanish: 1%
- Middle Eastern or North African: 1%
- Native Hawaiian or Other Pacific Islander: 81%
- White: 1%
- Other Races/Ethnicities (please specify): 1%

For comparison: West Area
Demographics (% of total pop.)
Total Pop: 17,219; Source: ACS Census Data 2013 – 2017

- White: 25%
- Hispanic, Latino or Spanish Origin: 66%
- American Indian or Alaska Native: 1%
- Asian: 2%
- Black or African American: 1%
- Middle Eastern or North African: 0%
- Native Hawaiian or Other Pacific Islander: 0%
- Other Races or Two or More Races: 1%

KEY TAKEAWAYS

- 81 percent of our survey respondents are White
- Only 10 percent of participants identify as Hispanic although taking up approximately 66 percent of the West Area population
- In response to these figures, the planning team is spearheading targeted outreach and engagement with the under-represented West Area resident populations.
WHO ANSWERED THE SURVEYS?

Age Distribution in West Area Neighborhoods

For Comparison: West Area Neighborhoods (% of total population)

Q: How old are you?
Survey Respondents: % of respondents
Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

- Under 19 years: 16%
- 20 - 29 years: 17%
- 30 - 39 years: 12%
- 40 - 49 years: 11%
- 50 - 59 years: 7%
- 60 - 69 years: 4%
- 70 - 79 years: 3%
- 80 + years: 4%

For Comparison: Age Distribution in West Area Neighborhoods (% of total population)

- 0 - 9 years: 12%
- 10 - 14 years: 9%
- 15 - 19 years: 5%
- 20 - 24 years: 7%
- 25 - 29 years: 6%
- 30 - 34 years: 7%
- 35 - 39 years: 8%
- 40 - 44 years: 9%
- 45 - 49 years: 10%
- 50 - 54 years: 11%
- 55 - 59 years: 12%
- 60 - 64 years: 13%
- 65 - 69 years: 14%
- 70 - 74 years: 15%
- 75 - 79 years: 16%
- 80 + years: 17%

AGE & INCOME

KEY TAKEAWAYS

- Residents age 30+ are more likely to answer our surveys. Younger residents are underrepresented in our survey results.
- Families with a household income of more than $100k per year are the most likely to respond to our survey. Households that earn less than $50k per year only make up around 13 percent of our survey participants.
The major roadways through West Denver—Colfax, Federal, Sheridan and Alameda—are established wide, busy streets that serve the Denver region and have been designed to move vehicles. There are opportunities to improve these roads to better serve the neighborhoods they run through. Tell us how you feel about each of these strategies.

**KEY TAKEAWAYS**

- 85 percent of survey respondents like the idea of increasing signage and elevating awareness
- About 93 percent of participants agree with making walking and rolling safer and more comfortable for pedestrians
- About 92 percent of respondents support pedestrian improvements that increase safety and comfort at major intersection crossings.
The following streets are busy corridors, which connect local neighborhood streets to major roadways. They can serve all travel options: pedestrians, bicycles, transit and cars. For each street, tell us which two of the four methods of travel are your priority.

**STATEMENT**

- A majority of respondents believe bicycles should be made a priority on the corridors listed, followed by pedestrians.
- A third (the third) priority for these corridors remains the automobile.
- Transit was the third priority for Bryant/Decatur Street. Across the corridors listed, transit was seen as the least important priority mode of travel.

**KEY TAKEAWAYS**

- A majority of respondents believe bicycles should be made a priority on the corridors listed, followed by pedestrians.
- A third (the third) priority for these corridors remains the automobile.
- Transit was the third priority for Bryant/Decatur Street. Across the corridors listed, transit was seen as the least important priority mode of travel.
QUESTION 3

Q: Tell us how you feel about the following opportunities

Survey Respondents; % of respondents
Total = 108; Source: West Area Mobility Survey

STATEMENT

Local neighborhood streets are designed to carry low amounts of traffic and can prioritize bicycles and pedestrians. Tell us how you feel about the following opportunities for these streets.

KEY TAKEAWAYS

- Enhance 10th Avenue from Sheridan to the South Platte River
- Study additional connections between Valverde and the Baker neighborhood
- Study a new connection over 6th Avenue between Sheridan and Perry
- Connections between Barnum Park and Paco Sanchez Park around Hazel Court
Do you have any comments on the potential opportunities listed in the previous question?

**KEY TAKEAWAYS**

- Respondents feel that more attention and investment should focus on improving pedestrian and bicycle infrastructure throughout the West Area.
- Connecting with other neighborhoods and trails were also mentioned.
- Others aspire to have more green space and traffic calming features.
**Q: Additional pedestrian/bike connection location preference**

Survey Respondents; % of respondents  
Total = 108; Source: West Area Mobility Survey

- Along 1st Avenue: 40%
- Along 2nd Avenue: 26%
- Neither: 13%
- Other (please specify): 21%

**SELECTED OTHER ANSWERS**

- "The bike path along Lakewood gulch (next to Martinez Park) ends at 8th & Winona Ct. It needs to continue to the Sheridan Corridor between 7th & 8th Ave, to connect to the proposed new crossing there."

- "2nd avenue seems like it would be the safer option for bicycles and peds. 1st ave seems like it is a moderate thoroughfare for vehicle traffic but has potential for a bicycle lane and connection as well. Keep 2nd ave more residential and develop 1st ave with more small business potential."

- "DELETE PARKING ON 14TH and put in bike lanes. PLEASE!"

- "I think 1st if the bike lane that is there were better, like had some sort of barrier between the cars and the bikes. This would be nice for getting to the library and businesses. But if it’s not going to be safer than it is now, 2nd avenue would be better. But then it’s hard to figure out which business you’re at."
Q: Tell us how you feel about each gulch and trail strategy and improvement

Survey Respondents: % of respondents
Total = 108; Source: West Area Mobility Survey

**KEY TAKEAWAYS**

- Most survey respondents agree with the strategies and improvements identified in the survey.
- Complete gulch and trail network has the most support with about 94 percent of respondents answered either agree or strongly agree.
- Improvements and investments to green areas and natural spaces, improved lighting, improvements on access and crossing also have lots of support with more than 90 percent approval rating.
QUESTION 7

GULCH & TRAIL STRATEGY - CONT.

Common Themes

Survey Respondents; # of respondents
Total = 108; Source: West Area Mobility Survey

- Bikes and pedestrians
- Safety
- Improve existing park
- Green spaces
- Complete trail network
- Connectivity

Do you have any comment on the potential opportunities listed in the previous question?

KEY TAKEAWAYS

- Bikes and pedestrian safety and infrastructure are the most mentioned topic
- Improving existing parks and trails was deemed important by participants
- Respondents also aspire to have more green spaces, complete trail network and more connectivity to other neighborhoods and areas.
Common Themes

Survey Respondents; # of respondents
Total = 108; Source: West Area Mobility Survey

- Bikes and pedestrians: 28
- Safety: 20
- Transit: 15
- Traffic calming: 10
- Complete network: 5
- Signage: 4
- Connectivity: 3

STATEMENT

Please share any additional thoughts you have about mobility in the West Area.

KEY TAKEAWAYS

- Bikes and pedestrian safety and infrastructure are the most mentioned topic
- Improving existing parks and trails was deemed important by participants
- Other important themes are transit and traffic calming
Q: Do you agree with this prioritization in West Colfax?

Survey Respondents; % of respondents
Total = 108; Source: West Area Mobility Survey

KEY TAKEAWAYS

- About 76 percent of survey respondents either agree or strongly agree with our policy. However, more answered agree than strongly agree. This might indicate a level of reservation among survey respondents.
Q: If you do not agree, which are your top three priorities in West Colfax?
Select three choices.

Survey Respondents; # of respondents
Total = 63; Source: West Area Mobility Survey

Improving pedestrian crossings
32

Improving sidewalk connectivity and comfort
37

Adding comfortable bike facilities
30

Slowing traffic
30

Enhancing access to bus stops or light rail stations
21

Improving visibility at intersections
13

Improving operations and turning at intersections
10

Other (please specify)
7

KEY TAKEAWAYS

- 63 participants responded to this question.
- Sidewalk and connectivity are the most important for respondents, followed by pedestrian crossings, bike facilities, and traffic calming measures.
QUESTION 11

Do you agree with this prioritization in Villa Park?

Survey Respondents: % of respondents
Total = 108; Source: West Area Mobility Survey

KEY TAKEAWAYS

- 71 percent of respondents answered agree or strongly agree
- Close to 20 percent of respondents do not support these priorities
Q: If you do not agree, which are your top three priorities in Villa Park? Select three choices.

Survey Respondents; # of respondents
Total = 55; Source: West Area Mobility Survey

KEY TAKEAWAYS

- 55 participants responded to this question
- Sidewalk and connectivity are the most important for respondents, followed by pedestrian crossings, bike facilities, and traffic calming measures
`WHO ANSWERED THE SURVEYS?`

**Q: What is your race and/or ethnicity?**

Survey Respondents: % of respondents

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic, Latino, or Spanish
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- Other Races/Ethnicities (please specify)

Total – 2019; Source: West Area Economic Opportunities Survey

- 80% White
- 10% Hispanic, Latino, or Spanish
- 2% Middle Eastern or North African
- 1% Native Hawaiian or Other Pacific Islander
- 1% Other Races or Two or More Races

For comparison: West Area Demographics (% of total pop.)

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

- 25% White
- 66% Hispanic, Latino or Spanish Origin
- 1% American Indian or Alaska Native
- 1% Asian
- 1% Black or African American
- 0% Middle Eastern or North African
- 0% Native Hawaiian or other Pacific Islander
- 2% Other Races or Two or More Races

**KEY TAKEAWAYS**

- 80 percent of our survey respondents are White
- Only 10 percent of participants identify as Hispanic although taking up approximately 66 percent of the West Area population
- In response to these figures, the planning team is spearheading targeted outreach and engagement with the under-represented West Area resident populations.
WHO ANSWERED THE SURVEYS?

AGE & INCOME

Q: How old are you?

For Comparison: Age Distribution in West Area Neighborhoods (% of total population)

- Under 19 years: 30%
- 20 - 29 years: 16%
- 30 - 39 years: 17%
- 40 - 49 years: 12%
- 50 - 59 years: 11%
- 60 - 69 years: 7%
- 70 - 79 years: 4%
- 80 + years: 3%

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

Q: Please estimate your total household income (past 12 mo)

Survey Respondents; % of respondents

- Less than $20,000: 4%
- $20,000 to $34,999: 3%
- $35,000 to $49,999: 11%
- $50,000 to $74,999: 19%
- $75,000 to $99,999: 44%
- Over $100,000: 26%

Total = 109; Source: West Area Economic Opportunities Survey

KEY TAKEAWAYS

- Residents age 30 + are more likely to answer our surveys. Younger residents are underrepresented in our survey results.
- Families with a household income of more than $100k per year are the most likely to respond to our survey. Households that earn less than $50k per year only make up around 13 percent of our survey participants.
Q: How do you feel about the following statement: More development should be allowed within close proximity of transit stops

Survey Respondents; % of respondents
Total = 109; Source: West Area Economic Opportunities Survey

**KEY TAKEAWAYS**

- 78 percent of respondents agree that more development should be allowed within close proximity of transit stops.
QUESTION 2

DEVELOPMENT INTENSITY

Q: What level of development is appropriate?

Survey Respondents; % of respondents
Total = 101; Source: West Area Economic Opportunities Survey

- Low: 29.63%
- Medium: 36.11%
- High: 26.85%
- Other (please describe): 7.41%

KEY TAKEAWAYS

- Most number of respondents answered that they think medium-scale mixed-use developments are appropriate near transit nodes.
PERRY & KNOX STREET DEVELOPMENT

KEY TAKEAWAYS

- 72 percent of respondents either agree or strongly agree with having transit-oriented development at transit stations at Perry and Knox Street.
QUESTION 4

DEVELOPMENT TYPE PREFERENCES

1. MIXED-USE
2. RETAIL
3. RESIDENTIAL
Community members have told us that there should be better transitions from industrial areas to residential areas. Using cross streets or other specific references, tell us where you want to see better transitions.

**Key Takeaways**

- Many mentioned that they want to see changes on Federal, near parks, and generally around Valverde neighborhood.
- 1st Ave and 2nd Ave are also focal points.
In places where there could be better transitions between industrial and residential areas, what is your priority? Rank the choices below.

1. Improve connections & trails to the Platte River
2. Create areas that are more compatible with surrounding areas, regardless of use
3. Promote more job & employment opportunities
QUESTION 7

MIXED-USE DEVELOPMENT

83 percent responded that they would like to see main street style mixed-use development along 1st and 10th Avenues. Only 9 percent of our respondents do not support this initiative. This is indicative of the fact that this initiative is strongly supported.

KEY TAKEAWAYS
Some commercial corridors in the plan area offer affordable rents and have low vacancy rates. Community members have said they want to see improvements along these streets that would make them more welcoming and comfortable for pedestrians. Please rank the choices below to tell us your priorities for these commercial corridors.

1. Encourage redevelopment of underutilized locations for new business opportunities
2. Retain the culturally rich diversity of businesses along the corridors
3. Promote programs that allow existing businesses to invest in improvements
QUESTION 9

10TH AVENUE PRIORITIES

Q: What is your priority for 10th Avenue?

Survey Respondents; % of respondents
Total = 100; Source: West Area Economic Opportunities Survey

KEY TAKEAWAYS

- 44% of survey respondents aspire to see more local and community serving retail at key intersections
- 6% of participants want to see more diverse and affordable workforce housing
- 40% want to see both of these options
QUESTION 10

Q: Both 1st Avenue and 10th Avenue have the potential to become a “main street” or “grand avenue” with community focused retail, bike and pedestrian improvements, transit improvements and more. What is your priority for 1st Avenue?

Survey Respondents; % of respondents
Total - 109; Source: West Area Economic Opportunities Survey

KEY TAKEAWAYS

- 40% of survey respondents aspire to see more local and community serving retail at key intersections
- 9% of participants want to see more diverse and affordable workforce housing
- 45% want to see both of these options
Starter homes, preserve existing housing mix.

10th avenue is an important corridor for travel in an area that gets more congested every year. The addition of retail or large amounts of housing will tie up traffic even further. This needs to remain a transportation corridor.

I feel that four story, main-street style building, with retail/commercial on the first floor, and residential above, will provide the best impact. As a Main-Street the use of street tree’s will benefit the aesthetic of the area as well as provide environmental benefits to the community. This mix with public benches on the main-street will provide warmth to the development.

GROCERY STORE! Otherwise local, community-serving retail.

Safety and better enforcement of the law. The police are constantly being called, something is always going on. I would like to see affordable housing because keeping this area accessible is important to me, and I think we need to retain Family Dollar and think about an affordable grocery, but honestly before any of this gets planned we first need to have a handle on what’s already here. And that has simply not been addressed.

10th avenue is an important corridor for travel in an area that gets more congested every year. The addition of retail or large amounts of housing will tie up traffic even further. This needs to remain a transportation corridor.

"Starter homes, preserve existing housing mix."
76 percent of participants agree that 1st Avenue should be an opportunity area and not limited to just the 1st and Knox intersection.

58 percent of respondents also indicated that the opportunity area should run the length of the corridor.
In light of the impact the COVID-19 pandemic may have on the local economy in the short and long-term, if you have additional comments, ideas or concerns regarding economic opportunity in the West Area, please share them with us.

**KEY TAKEAWAYS**

- Many respondents mentioned more affordable housing and more assistance to small and local businesses
- Economic development is much needed in the area especially in Sun Valley
- Walkability and bikability as well as public transit are important topics mentioned by participants.
Trends and Conclusion
**WHO ANSWERED THE SURVEYS?**

**AGE TRENDS**

---

For Comparison: Age Distribution in West Area Neighborhoods (% of total population)

- Under 19 years: 30%
- 20 - 29 years: 16%
- 30 - 39 years: 17%
- 40 - 49 years: 12%
- 50 - 59 years: 11%
- 60 - 69 years: 7%
- 70 - 79 years: 4%
- 80 + years: 3%

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

---

**KEY TAKEAWAYS**

- There is no significant change in our survey respondents age groups before and during the pandemic.

- During the pandemic, young adults age 20 - 29 are less likely to answer our surveys compared to the kick-off survey. Across all of our surveys, West residents age 30 - 39 are the most likely to respond to our surveys.

- At least 50 percent of our survey respondents’ age fall into the 30 - 39 category. However, residents age 30 - 39 only take up 17 percent of the West Area.

- Younger residents in the area as well as older adults are under-represented.

- Future targeted engagement should focus on engaging youth and older adults.
**WHO ANSWERED THE SURVEYS?**

**RACE & ETHNICITY**

**KICK-OFF SURVEY**

- **2019**
  - White: 72%
  - Hispanic, Latino or Spanish Origin: 16%
  - American Indian or Alaska Native: 3%
  - Asian: 4%
  - Black or African American: 1%
  - Middle Eastern or North African: 1%
  - Native Hawaiian or other Pacific Islander: 3%
  - Other Races or Two or More Races: 1%

**MIDPOINT SURVEY**

- **2020**
  - White: 81%
  - Hispanic, Latino or Spanish Origin: 4%
  - American Indian or Alaska Native: 1%
  - Asian: 4%
  - Black or African American: 1%
  - Middle Eastern or North African: 1%
  - Native Hawaiian or other Pacific Islander: 3%
  - Middle Eastern or North African: 1%
  - Other Races or Two or More Races: 1%

**DRAFT SURVEY**

- **2021**
  - White: 77%
  - Hispanic, Latino or Spanish Origin: 5%
  - American Indian or Alaska Native: 3%
  - Asian: 1%
  - Black or African American: 1%
  - Middle Eastern or North African: 1%
  - Native Hawaiian or other Pacific Islander: 1%
  - Middle Eastern or North African: 1%
  - Other Races or Two or More Races: 1%

**Q: “What is your race and/or ethnicity?”**

(Choose all that apply; % of respondents)

Survey Respondents: % of respondents

- Total = 117; Source: West Area Quality of Life Survey

- Total = 161; Source: West Area Land Use Opportunities Survey

- Total = 108; Source: West Area Mobility Survey
WHO ANSWERED THE SURVEYS?

RACE & ETHNICITY

For comparison: West Area

Demographics (% of total pop.)

- White: 25%
- Hispanic, Latino or Spanish Origin: 2%
- American Indian or Alaska Native: 1%
- Asian: 6%
- Black or African American: 1%
- Middle Eastern or North African: 0%
- Native Hawaiian or other Pacific Islander: 0%
- Other Races or Two or More Races: 1%

Total Pop: 37,259; Source: ACS Census Data 2013 – 2017

WHO ANSWERED THE SURVEYS?

• There is a slight decrease of minority residents answering our surveys during the pandemic.
• White residents are the most likely to respond to our surveys, and this is more pronounced during the pandemic. 2 to 5 percentage point increase in white respondents could be observed before and during the pandemic.
• White and Asian residents are over-represented while African American, Hispanic, Native American, and Middle Eastern or North African residents are under-represented.
• Targeted engagement will need to focus on engaging under-represented residents in the West Area identified above.

KEY TAKEAWAYS
Q: Please estimate your total household income (past 12mo)

Survey Respondents; % of respondents
Total = 117; Source: West Area Quality of Life Survey

2020

- Under $20,000: 6%
- $20,000 to $34,999: 1%
- $35,000 to $49,999: 9%
- $50,000 to $74,999: 22%
- $75,000 to $99,999: 22%
- Over $100,000: 43%

2021

- Less than $20,000: 1%
- $20,000 to $34,999: 3%
- $35,000 to $49,999: 9%
- $50,000 to $74,999: 22%
- $75,000 to $99,999: 22%
- Over $100,000: 43%

Key Takeaways:

- Kick-off survey did not reveal income data.
- People with higher incomes are particularly likely to answer our surveys.
- The West area contains several areas that are lower-income, and these areas were the hardest to reach.
- Future target engagement efforts will need to aim to focus on engaging more residents of lower-income.