

HEART OF THE FOOTHILLS

GOLDEN STREETS

OPEN STREETS
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EVENT REPORT & EVALUATION

6.5 miles of #OpenStreets connecting the Cities of San Dimas, La Verne, Pomona, and Claremont on Sunday, April 23, 2023.

626GoldenStreets.com | [#626GoldenStreets](https://twitter.com/626GoldenStreets)

GOLDEN STREETS

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Volunteer Coordination - Edward Duong

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626 Golden Streets
www.626GoldenStreets.com

Active San Gabriel Valley

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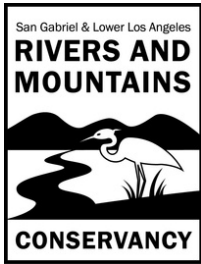
This report was designed and published by
Active San Gabriel Valley (ActiveSGV).

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What is Golden Streets?

“Open Streets” or “ciclovia” events are temporary street closures that create safe space for almost any non-motorized use. Popularized over 40 years ago in Bogotá, Colombia, - whose “ciclovia” is enjoyed by an estimated 2 million participants every Sunday and public holiday from 7am-2pm along over 70 miles of car-free streets - these powerful events are now found in cities around the world.

The first "626 Golden Streets" was staged on March 5, 2017 and linked 8 Foothill communities and 6 Gold Line stations in the San Gabriel Valley, providing participants a once-in-a-lifetime opportunity to walk, bike, skate, scoot, dance and play along over 18 miles of streets open for healthy, active recreation. Thanks to the immense popularity and success of the 2017 event, the team at Active San Gabriel Valley (ActiveSGV) that spearheaded the inaugural event regrouped to brainstorm potential follow-up events, including Mission-to-Mission (2019 - Alhambra, San Gabriel, South Pasadena), Streets-and-Treats (2019 - El Monte, South El Monte), and a re-staging of "Heart of the Foothills". The latter event was first hosted by LA-based cicLAvia, the San Gabriel Valley Council of Governments, and the cities of San Dimas, La Verne, Pomona, and Claremont.

After reaching out to city leaders in San Dimas, La Verne, Pomona, and Claremont, ActiveSGV staff was given a green light to put together a proposal to the Metro Los Angeles Open Streets Program Cycle 3 in Spring 2018. The Heart of the Foothills route was ultimately awarded funding in September 2018. After several months of planning, the event originally scheduled for April 19, 2020 was postponed in March due to the COVID-19 public health crisis, and funds reallocated to support 'Slow Streets' and outdoor business demonstration projects. In 2021 the project was once again awarded funding, and Golden Streets | Heart of the Foothills finally came to life on Sunday, April 23, 2023.



HEART OF THE FOOTHILLS TIMELINE

April 2018

CicLAvia Heart of the Foothills marks San Dimas, La Verne, Pomona, and Claremont's first open streets event. The success of the event inspires the SGVCOG and event Cities to repeat Heart of the Foothills.



September 2018

Metro announces Open Streets Program awardees. Heart of the Foothills event proposal including the cities of Pomona, La Verne and San Dimas is recommended for funding by Metro staff.



March 12, 2020

Heart of the Foothills is postponed due to the COVID-19 pandemic and concerns for public health. A week later, a statewide Stay at Home order is issued in California. Project funds are repurposed to support expanded outdoor dining (e.g., parklets) and 'Slow Streets' demos



April 23, 2023

Heart of the Foothills returns! The Cities of San Dimas, La Verne, Pomona, and Claremont celebrate Earth Month with 6.5 miles of open streets and 4 distinct activity hubs.



June 2018

SGVCOG and ActiveSGV staff finalize Heart of the Foothills event proposal (scheduled for April 19, 2020) and submit to the Metro Los Angeles Open Streets Program (Cycle 3).



Fall 2019

Event planning begins! Over the next 6 months ActiveSGV staff facilitates planning meetings with staff from the three cities to coordinate street closures, hub activities, event logistics, and more.



Summer 2021

Planning team submits updated open streets funding proposal to stage event in 2023 with the original four "Heart of the Foothills" cities. Metro awards project funding in Fall 2021.





Planning Golden Streets | Heart of the Foothills

Golden Streets | Heart of the Foothills presented by Metro was the second "ciclovia" or "open streets" event in the Cities of San Dimas, La Verne, Pomona, and Claremont.

Two working groups - one focused on general event planning, and the second on public safety - organized the event over the course of several months. The working groups, which were composed of staff from the San Gabriel Valley Council of Governments, participating cities, ActiveSGV, and public safety agencies met for several months times to coordinate traffic control, hub programming, route notifications, community outreach, and more. Meetings were conducted online as well as in person at the La Verne Community Center. Smaller meetings focused on individual city programming and site planning scheduled in between monthly sessions.





Each jurisdiction appointed one point person to the working group, with a diverse set of City staff taking leadership roles, including Parks and Recreation, Planning, Public Works, Law Enforcement, and administrative personnel. Point staff were the conduit for all project-related information to other city departments, and worked with their counterparts from the other participating communities to reach agreement on key event parameters, including event routing, opening ceremony scheduling, and traffic control barricade types.

Event traffic control was handled by Right-of-Way, a traffic control firm based in San Dimas, California.



Volunteer Coordination

250
Volunteers

16
Organizations

2
Trainings/Orientations

Heart of the Foothills would not have been possible without tremendous volunteer support. Over 250 volunteers from across the San Gabriel Valley and Southern California converged on event day to staff intersections, support activity hubs, assist at information booths, help survey participants, and provide roadside assistance to attendees.

In exchange for their time and support, event volunteers received a limited edition Golden Streets t-shirt, earned volunteer-only raffle tickets (prizes included bikes, scooters, helmets, and Golden Streets swag), as well as an invitation to a special post-event VIP party that was hosted at Palomares Park on Sunday May 21, 2023.





Outreach

Heart of the Foothills presented by Metro was only the second ciclovía in the cities of San Dimas, La Verne, Pomona, and Claremont.

ActiveSGV's small but passionate outreach team, led by Francisco Odeja and Adriana Pinedo, were tasked with informing and educating four communities about the event. To do so the outreach team employed a wide range of strategies to help get the word out.

Specific outreach methods included multi-lingual flyers and posters in 3 languages (Chinese, Spanish, English); street banners; lamp post banners; high-visibility yard signs; mailers; a community "Exploratory" ride along the event route; interactive tabling at public events; social media; email blasts; local advertisements; and door-to-door canvassing.





Social Media

PROMOTING THE EVENT
TO THE MASSES

Thousands of social media posts were generated under the #626GoldenStreets hashtag.

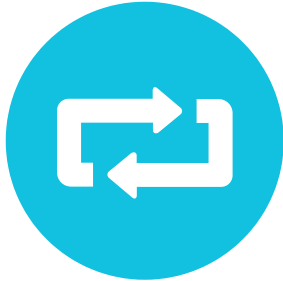


36.5%

of survey participants heard about 626 Golden Streets through social media platforms, including Facebook, Instagram, and Twitter.



Participant Survey



99.3%

would like to see open streets events come to your neighborhood?



419

event participants completed a survey on their experience at 626 Golden Streets



85.2%

planned to buy food/drink along the event route.



58.9%

attended their first open streets event at 626 Golden Streets | Heart of the Foothills.



25.7%

shared they would be more likely to use public transit after attending 626 Golden Streets





Business Feedback

ActiveSGV staff interviewed 26 businesses along the route on event day (Sunday, April 23, 2023), and interviewed 40 businesses along the route one to two weeks later to gather feedback and input on the event from the local business community. Fewer event day business surveys were collected than post-event surveys because several businesses did not feel comfortable answering the survey without the owner being present. Interview forms and protocol were based on standardized documents to be used by all organizers of events made possible by the Metro Open Streets Program, Cycle 4. Business types included coffee shops/bakeries, yogurt and ice cream shops, restaurants, liquor stores, convenience stores, fast food restaurants, a bike shop, a clothing store, a gift shop, a vape shop, a spa, a grocery store, a general store, a video game store, and a beauty supply store. The list of specific businesses surveyed can be found below.

- Espiaus
- Jax
- Petiscos
- Pizza N Such
- Village Grille
- Nectar Inc
- Aromatique
- Ubatuba Acai
- Arrufos Italian
- Some Crust
- Himalayan Cafe
- Mode Vape
- Rose of Asia Spa
- Cletes Liquor
- The Pizza Place
- Albertsons
- Dollar Tree
- Little Tokyo
- Starbucks
- Korner Market
- VRED Gas
- R&B Tea and Boba
- La Michoacana
- DD's Discount
- Game Stop
- Wingstop
- Beauty Supply
- Smoke Shop
- Dinos
- KFC
- One Stop
- Argo Mediterranean Grille
- Warehouse Pizza
- House of Wings
- Lordsburg Taphouse & Grill
- MiCocina
- Nambah Coffee Co.
- Granny's Yogurt
- Cafe Wang
- Circle K





90% of businesses surveyed indicated they would like to see the event return to this street at another point in the future.

- 61.5% of businesses surveyed on event day indicated they were familiar with the "Open Streets" concept.
- 82.5% stated they were participating in or interacting with the event (e.g., open during the event; activated storefront)
- 67.5% of respondents indicated "Yes" they believe the event brings new or more patrons to their products or services.
- 80% of businesses surveyed on event day responded 'Yes' their community would benefit from *"future transportation improvements, particularly those for riding a bike, walking, and/or using public transit."*

Local businesses were also asked to rank on a scale of 1 to 5 (5 being the most positive and 1 being the least positive) what effect they believed the event has on their business and community.

- Impact on your business (average: **3.8**)
- Impact on your community (average: **4.3**)

Four businesses provided sales impact data, comparing sales on an average Sunday to event day: R&B Tea and Boba reported a 12% increase in sales, Mi Cocina a 15-20% increase, nambah Coffee Co. a 24% increase, and Wingstop reported a \$3,000 increase in sales. To view additional response data, as well as copies of the surveying tools, please visit the Appendix.





Lessons Learned

Heart of the Foothills was ActiveSGV's fifth 626 Golden Streets ciclovia, and second for the cities of San Dimas, La Verne, Pomona, and Claremont. Event organizers gleaned a lot of valuable information from its production, including:

- **Highlights** included four distinct Activity Hubs -- San Dimas Civic Center, Old Town La Verne, Palomares Park in Pomona, and the Claremont Village. The hubs featured a variety of activities for all ages including live music and performances, play zones for kids of all ages, a mobile cumbia band, inflatable obstacle courses and a rock climbing wall (Pomona hub), professional chalk artists, an Arbor Day celebration (San Dimas), and eco-fair (Claremont), two farmer's markets (Claremont and San Dimas), e-bike test ride zones (San Dimas, Claremont), and dozens of vendors with interesting activations for the public.
- **Challenges** included last-minute traffic control changes, higher than anticipated public safety costs, budgetary cuts that impacted event marketing and hub programming (e.g. arts and entertainment), morning-of delays in installing traffic control equipment, and inadequate mobile power.
- **Areas of improvement** for future events include beginning the planning process and connecting with the right agency and public safety staff (e.g., LA County Fire) sooner; having a confirmed traffic control plan and budget earlier in the planning process; simplifying logistics (e.g., canopy sets for groups and on-route water refill stations); designing hubs to allow setup to happen the day prior when possible; improving volunteer trainings for soft closure support; and referring to the event by its full title in all communications to the public.





Closing

The team at ActiveSGV would like to thank everyone who helped plan, promote, and participate in the second *Heart-of-the-Foothills* open streets event. This free, family-friendly ciclovía would not have been possible without the support of hundreds of people working together to create 6.5 miles of safe, car-free streets for people of all ages, backgrounds, and walks of life to enjoy.

We are incredibly grateful to have been able to work with the communities of San Dimas, La Verne, Pomona, and Claremont in producing this open streets event, and are hopeful that *Heart-of-the-Foothills* was another step towards creating regular opportunities for local residents to recreate, socialize, and forge community connections in future San Gabriel Valley ciclovías, such as *ArroyoFest* on Sunday, October 29, 2023!!! Save-the-date!

#ActiveSGV also hopes this opportunity to connect and explore the beautifully diverse, vibrant, and unique San Gabriel Valley will inspire others to think big, reimagine what is possible, and work to transform local mobility to meet the challenges of the 21st century.

Until then, please stay in touch with us @ActiveSGV!



ACKNOWLEDGEMENTS

City of San Dimas

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- David Laub

LA County Sheriffs

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City of La Verne

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- Cory Leeper
- Brandon Coatney

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- Ron Chan

City of Claremont

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- Duane Wilson
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- Paul Lugo
- Jessica Alpuche
- Glen Cabahug
- Stavros Ofidis

Volunteer Groups

- CA Conservation Corps
- Alma Family Services
- Southern California Edison
- El Monte High School Lions (Leos)
- SGVCC - San Gabriel Valley Conservation Corps
- Green Commuter
- Garey High School: Avid Club
- Cal Poly Pomona/Kellogg Honors College
- National Council of Negro Women
- La Verne CSF
- University of La Verne: Big A Smile
- Tzu Chi Organization
- Amanda First Aid Group
- Bonita High School
- Montclair High School
- Damien High School
- NHFC - National Health Foundation

Event Photographers

- Andry Rodriguez
- Bryan Zaragoza

Amazing Friends of #GabeTheSasquatch

- Jose Zavala, Aztlan Athletics
- Joffe EMS
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- Sean Talkington and Carla Alcibar, The Cub House
- Diego Mayen and Danny Gamboa, Healthy Active Streets
- Dan Sipple, 626 Event Logos and Design, Dan Sipple Illustration
- Alexander Montegue Watts



VIDEOS/PRESS

01 La Verne Community Television (video):
tinyurl.com/5n89x64x

02 Streetsblog LA
tinyurl.com/ykx6wwwj

03 Claremont Courier
tinyurl.com/5fxxwe9e

04 SGV Tribune
tinyurl.com/4puyb3da

05 Bicycling_and_Roses (video):
tinyurl.com/mp7bt7fy



01 626 Golden Streets Heart of the Foothills 2023 – Open Thread

By Joe Linton · Apr 24, 2023 · 2 COMMENTS

02 Sights from a special Sunday stroll

April 24th, 2023



626 Golden Streets on Bonita Avenue in La Verne. Photos by Joe Linton/Streetsblog



Thousands of pedestrians from cities neighboring Claremont took to the streets Sunday morning and into the early evening hours in recognition of the 626 Golden Streets Heart of the Foothills event. The yearly experience, organized by the [Los Angeles County Metropolitan Transportation Authority](#) (Metro) and [ActiveSGV](#), closes artery streets in San Dimas, La Verne, Claremont, and Pomona to vehicle traffic in order to allow foot traffic to pass. Street closures were in effect Sunday from 5 a.m. to 5 p.m. on First Street in the Claremont Village, along Arrow Highway from Fulton Road to College Avenue, and a section of College running between Arrow and First.

03 PHOTOS: ActiveSGV teams with San Dimas, La Verne, Pomona and Claremont for 'Golden Streets'



04



Cyclists and walkers participate in the 626 Golden Streets-Heart of the Foothills at Palomares Park in Pomona on Sunday April 23, 2023. The community festival connects four cities with open streets encouraging sustainable modes of transportation. (Photo by Keith Duffinger, Contributing Photographer)

By **GEORGIA VALDES** | gvaldes@scng.com | PUBLISHED: April 25, 2023 at 11:37 a.m. | UPDATED: April 25, 2023 at 11:43 a.m.

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05



APPENDIX



Participant Survey Tool (front)



626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets! We appreciate your time completing this survey.

1. Are you participating in the event today? YES NO
2. Is this your first time participating in an Open Streets event? YES NO
3. If not, where have you participated previously? _____
4. How long are you staying at the Open Streets event today?
 - a. Less than 30 minutes
 - b. 30 to less than 60 minutes
 - c. Between 1 and 2 hours
 - d. Between 2 and 3 hours
 - e. More than 3 hours
5. Do you perceive this Open Streets event as improving this neighborhood/community?
 YES NO DON'T KNOW
6. How did you arrive at today's event?
 - a. Automobile
 - b. Bike
 - c. Walk
 - d. Other wheeled device
 - e. Transit (Rail)
 - f. Transit (Bus)
7. If you used Metro for transportation to this event, how did you access Metro today?
 - a. Automobile
 - b. Bike
 - c. Walk
 - d. Other wheeled device
8. Do you ever ride Metro? (i.e. rail, bus)
 - a. Never
 - b. Less than once a month
 - c. Several times a month
 - d. Several times a week
 - e. Daily
9. After today's event, your use of transit is likely to:
 Increase Stay the same Decrease Don't know
10. After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
11. After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
12. Would you like to see this event in your neighborhood? YES NO
13. If yes, how often?
 Yearly 2-5 times/year 6-10 times/year Monthly Weekly
14. Did you (or do you plan to) buy any food or drinks along the event route? YES NO
15. Did you (or do you plan to) shop at any local businesses along the event route? YES NO



Participant Survey Tool (back)



626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets! We appreciate your time completing this survey.

16. How did you hear about 626 Golden Streets? (Circle all that apply)

- a. Flyer
- b. Poster
- c. Yard Sign
- d. Street Banner
- e. Radio
- f. From a friend/family member/coworker
- g. From a community organization
- h. Facebook
- i. Instagram
- j. Twitter
- k. Email from ActiveSGV or 626 List
- l. Text message
- m. Mailer
- n. City communication (email, notice)
- o. Roadway message board
- p. I didn't hear about it. Happened across it
- q. Other _____

17. What are the main reasons you came to 626 Golden Streets? (Circle all that apply)

- a. Exercise
- b. Explore the neighborhood
- c. Socialize with friends
- d. Get out of the house
- e. Visit a store or restaurant
- f. Ride my bike or walk without worrying about traffic
- g. It sounded like fun
- h. I just came across it
- i. To support the event
- j. Other _____

18. Was this your first time visiting any of the following communities? (select all that apply)

- a. San Dimas
- b. La Verne
- c. Pomona
- d. Claremont

19. Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (circle one):

- Very Supportive Somewhat Supportive Neutral Somewhat Unsupportive Very Unsupportive

20. Which one of the following best describes you?

- a. American Indian or Alaska Native
- b. Asian or Pacific Islander
- c. Black or African American
- d. Latino/a
- e. White Non-Hispanic
- f. Multiracial
- g. Other (please specify) _____

21. Zip Code: _____ **22. Age:** _____ **23. Gender:** _____

24. May we follow up with you after today to ask a few questions about your experience at the open streets event? If yes, please provide contact info below. YES NO

25. Would you like to be added to the 626 Golden Streets event notification list? If yes, please provide contact info below. YES NO

26. Would you like to be entered into a raffle for completing this survey? If yes, please provide your email below. YES NO

27. Name: _____ **28. Phone:** _____

29. Email: _____

30. Comments/Feedback/Suggestions for event organizers:



Business Owner Interview Tool - Event Day (front)



626 Golden Streets Business Owner Event Day Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.

Business name:

Describe business:

1. Are you familiar with the open streets event today?

- YES
- NO

a. *If yes, what do you understand the event to be?*

2. Is your business participating in and/or interacting with the open streets event today?

- YES
- NO

a. *If yes, is this your first time participating in an open street event?*

b. *If yes, in what way will your business participate and/or interact with today's event?*

3. Does your business do any type of marketing or advertising?

- YES
- NO

a. *If yes, What type of advertising do you do?*

b. *Do you believe this event may bring better recognition to the products or services your business offers?*

4. Have you noticed any changes in your customer volume and/or demographics today?

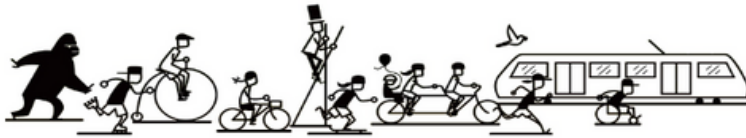
5. What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

6. What effect do you believe today's event has on your business? Please rank on a scale



Business Owner Interview Tool - Event Day (back)



626 Golden Streets Business Owner Event Day Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.
of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

7. Would you like to see this event return to this street at another point in the future?

YES (if yes, go to a.)

NO (if no, go to b.)

a. **If yes:** How often would you like to see this event happen? _____

b. **If no:** Would you recommend this event to happen on a different street in this neighborhood? _____

8. In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community?

(please share why or why not)

YES

NO

I don't know

9. Do you believe that by experiencing today's event your business may support transportation improvements in the future? (please share why or why not)

YES

NO

I don't know

10. Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?

YES

NO

I don't know

11. Can I come back after the event and ask you some follow-up questions? If yes, when would be a good time?

Business Address:

Business Rep Contact Info:

12. Do you have any other thoughts to add about this event?



Business Owner Interview Tool - Post Event (front)



626 Golden Streets Business Owner Economic Benefit Post-Event Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.

Business name:

Describe business:

1. Did your business participate and/or interact in the open streets event?

- YES (if yes, go to a.)
- NO

a. If yes, how did your business participate and/or interact with the event?

2. Did the open streets event bring new or more patrons to you?

3. How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

4. How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

(least positive) 1 2 3 4 5 (most positive)

5. Did your business experience any change in sales volume during the event?

- YES
- NO

a. Are you willing to share sales volume information from the event as compared to a non-event Sunday?



Business Owner Interview Tool - Post Event (back)



626 Golden Streets Business Owner Economic Benefit Post-Event Interview

Thank you for being a part of 626 Golden Streets! We appreciate your time completing this interview.

6. How often would you like to see this event return to this street and/or this neighborhood?

- a. Never
- b. Once every other year
- c. Once a year
- d. More than once a year

7. Do you have any other thoughts to add about this event?



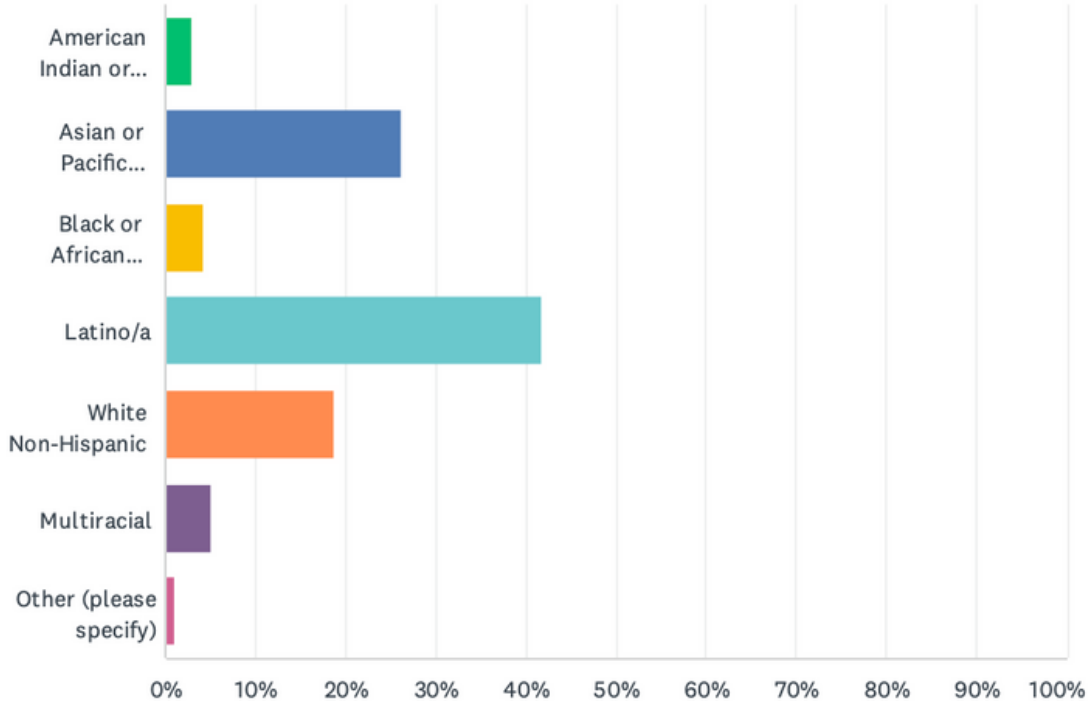
Participant Survey Results

Who completed surveys during 626 Golden Streets?

ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	2.94%	11
Asian or Pacific Islander	26.20%	98
Black or African American	4.28%	16
Latino/a	41.71%	156
White Non-Hispanic	18.72%	70
Multiracial	5.08%	19
Other (please specify)	1.07%	4
TOTAL		374

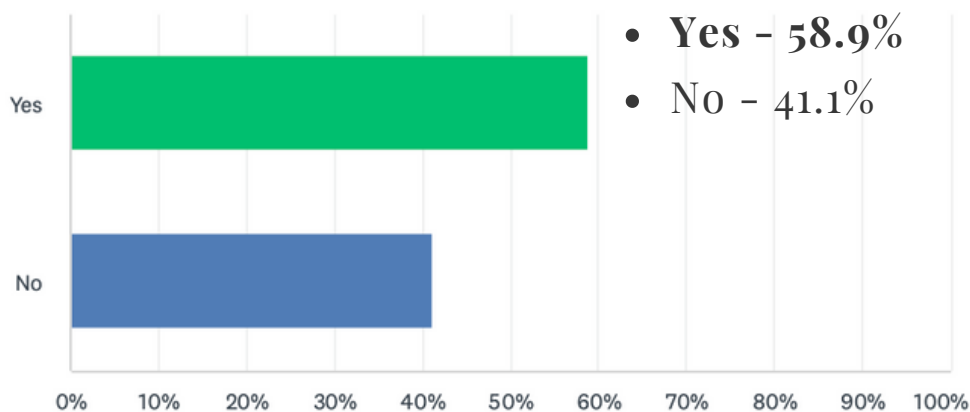
Q20 Which one of the following best describes you?

Answered: 374 Skipped: 45



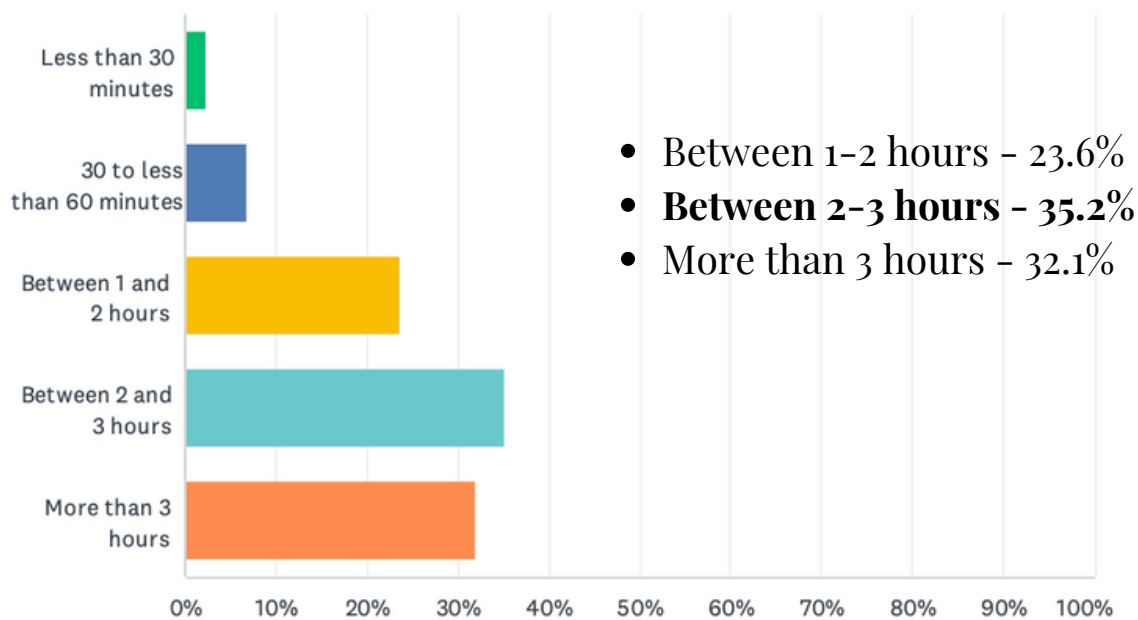
Q2 Is this your first time participating in an Open Streets event?

Answered: 416 Skipped: 3



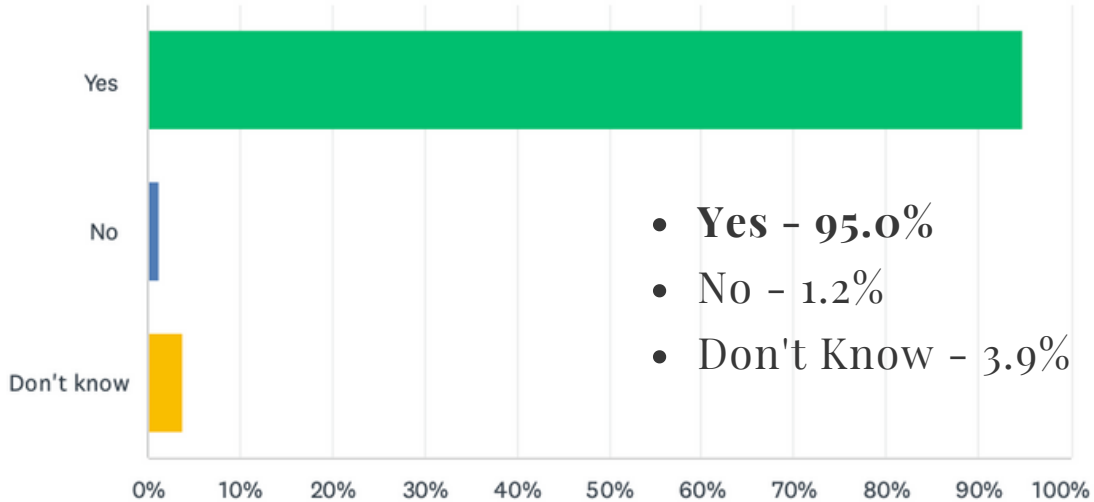
Q4 How long are you staying at the Open Streets event today?

Answered: 415 Skipped: 4



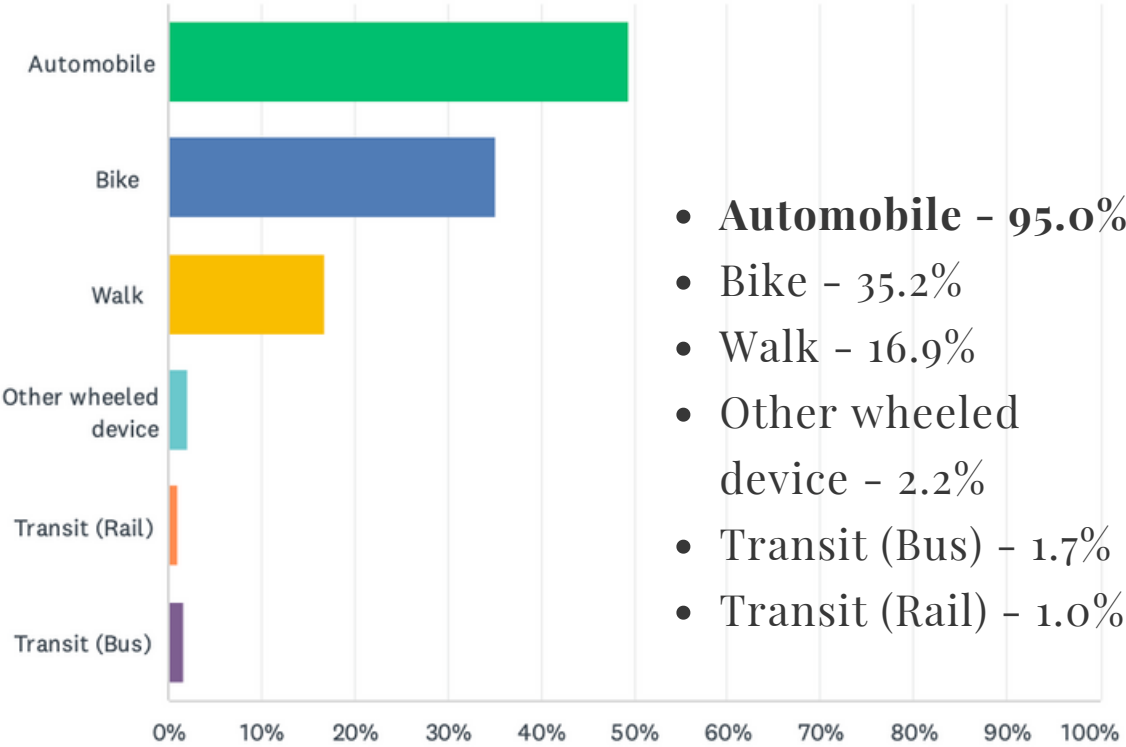
Q5 Do you perceive this Open Streets event as improving this neighborhood/community?

Answered: 412 Skipped: 7



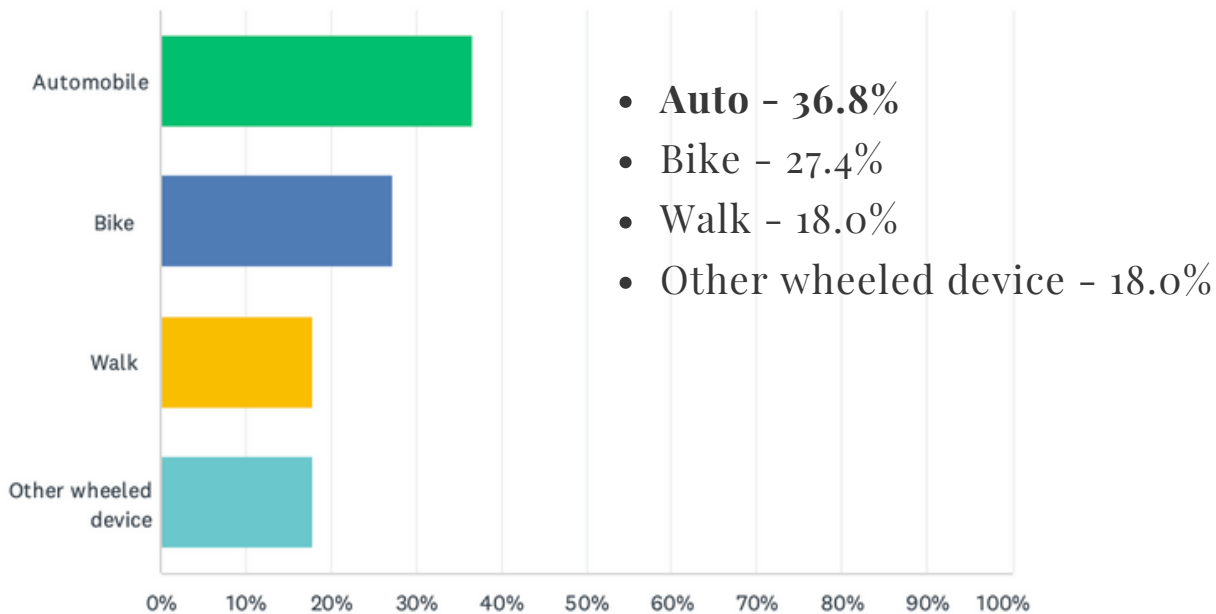
Q6 How did you arrive at today's event? (select all that apply)

Answered: 415 Skipped: 4



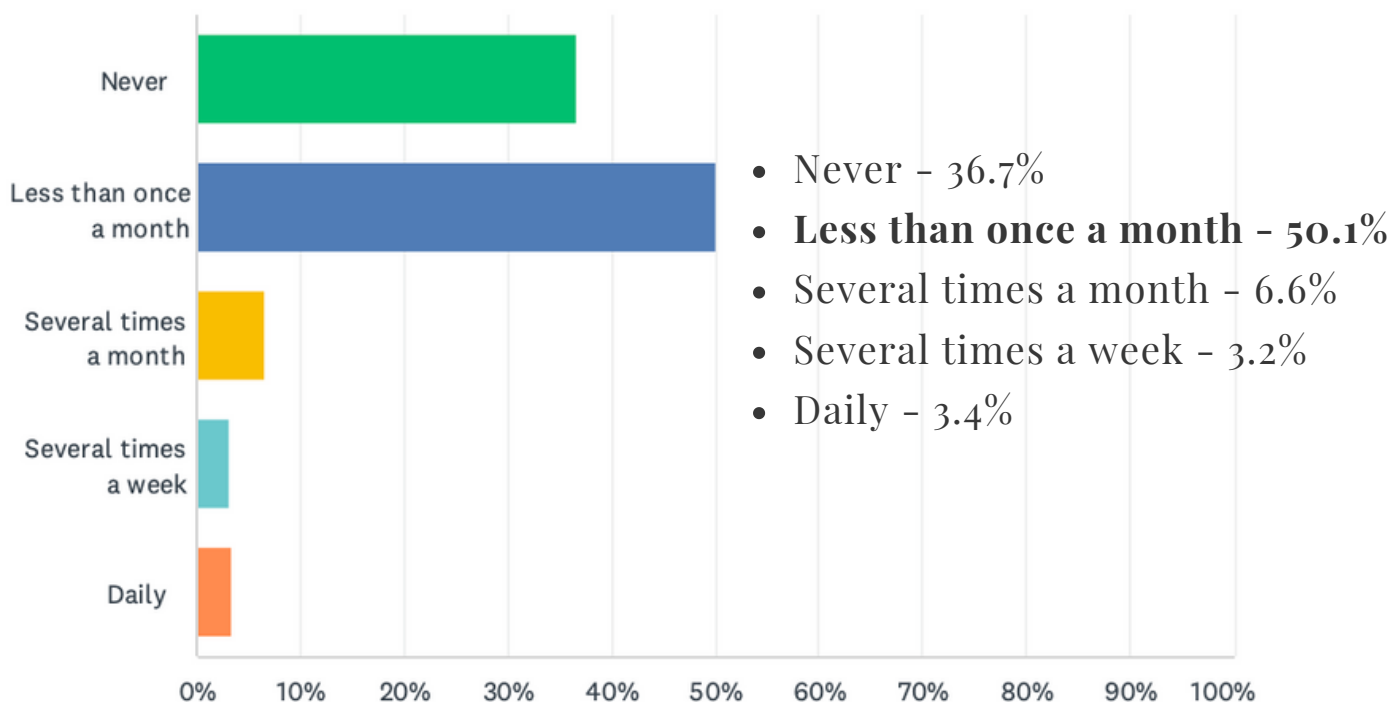
Q7 If you used Metro for transportation to this event, how did you access Metro today?

Answered: 117 Skipped: 302



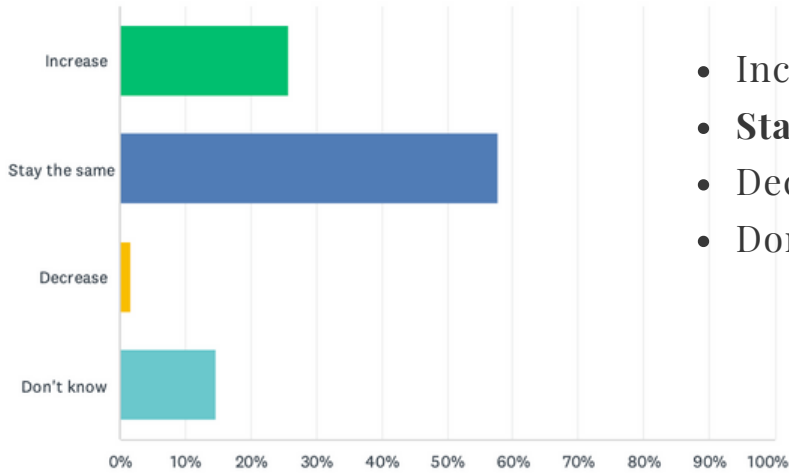
Q8 Do you ever ride Metro? (i.e. rail, bus)

Answered: 411 Skipped: 8



Q9 After today's event, your use of transit is likely to:

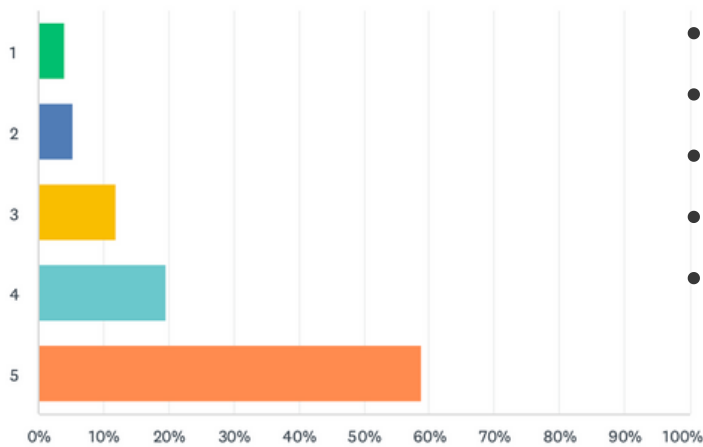
Answered: 412 Skipped: 7



- Increase - 25.7%
- **Stay the same - 57.8%**
- Decrease - 1.7%
- Don't know - 14.8%

Q10 After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

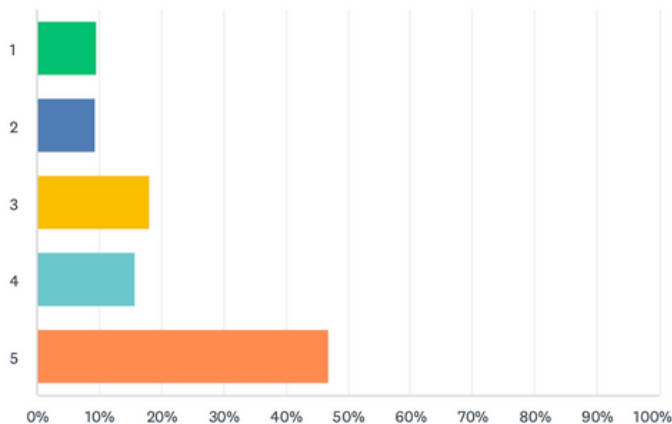
Answered: 416 Skipped: 3



- 1 - 4.1%
- 2 - 5.3%
- 3 - 12.0%
- 4 - 19.7%
- **5 - 58.9%**

Q11 After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

Answered: 413 Skipped: 6

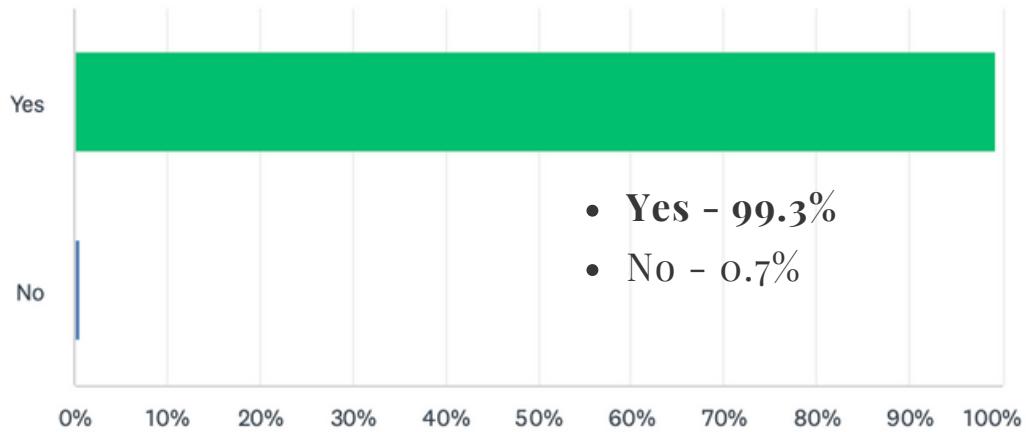


- 1 - 9.7%
- 2 - 9.4%
- 3 - 18.2%
- 4 - 15.7%
- **5 - 47.0%**



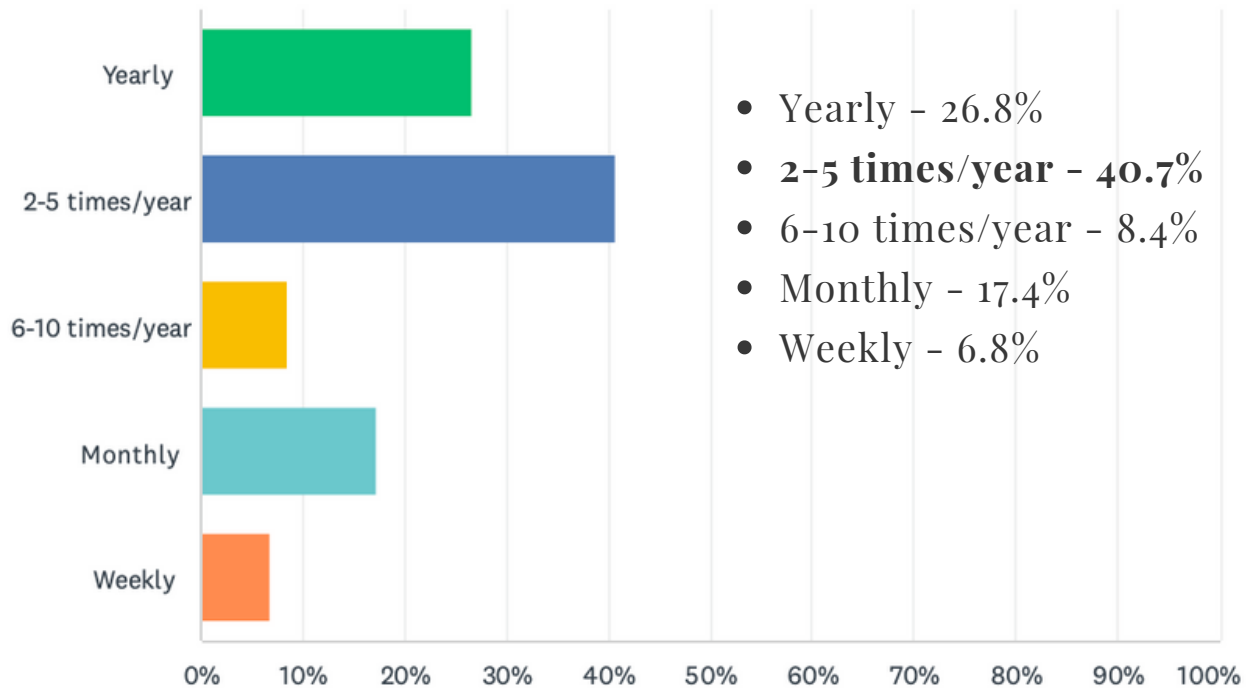
Q12 Would you like to see this event in your neighborhood?

Answered: 416 Skipped: 3



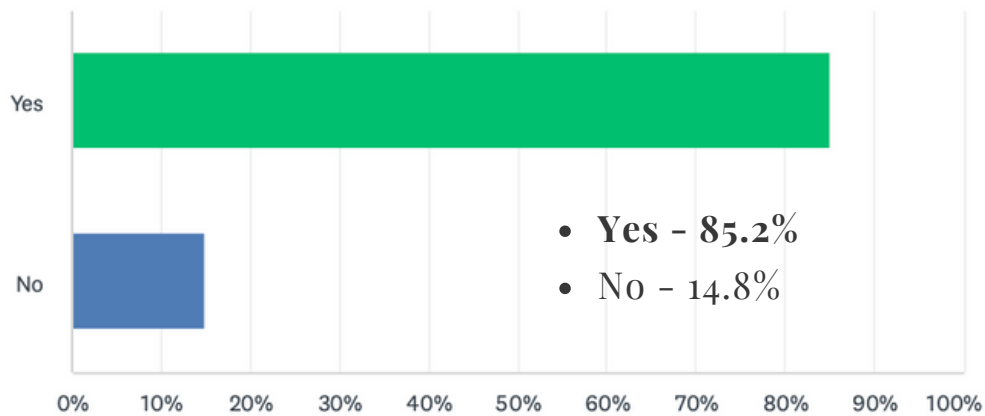
Q13 If yes, how often?

Answered: 415 Skipped: 4



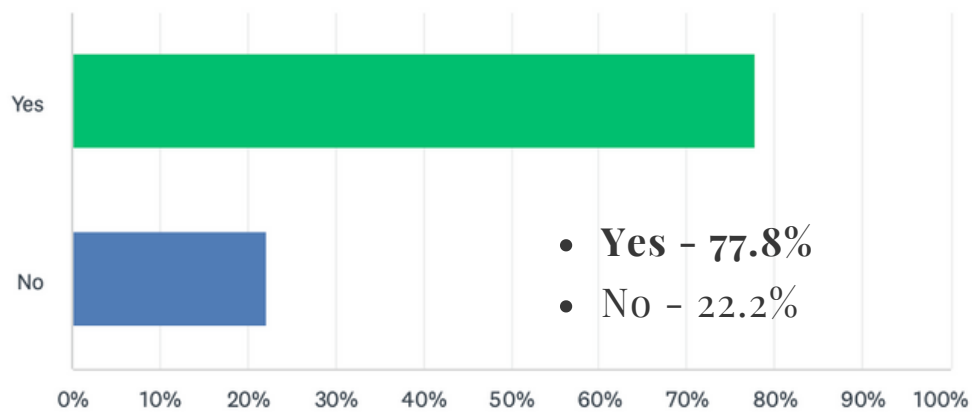
Q14 Did you (or do you plan to) buy any food or drinks along the event route?

Answered: 418 Skipped: 1



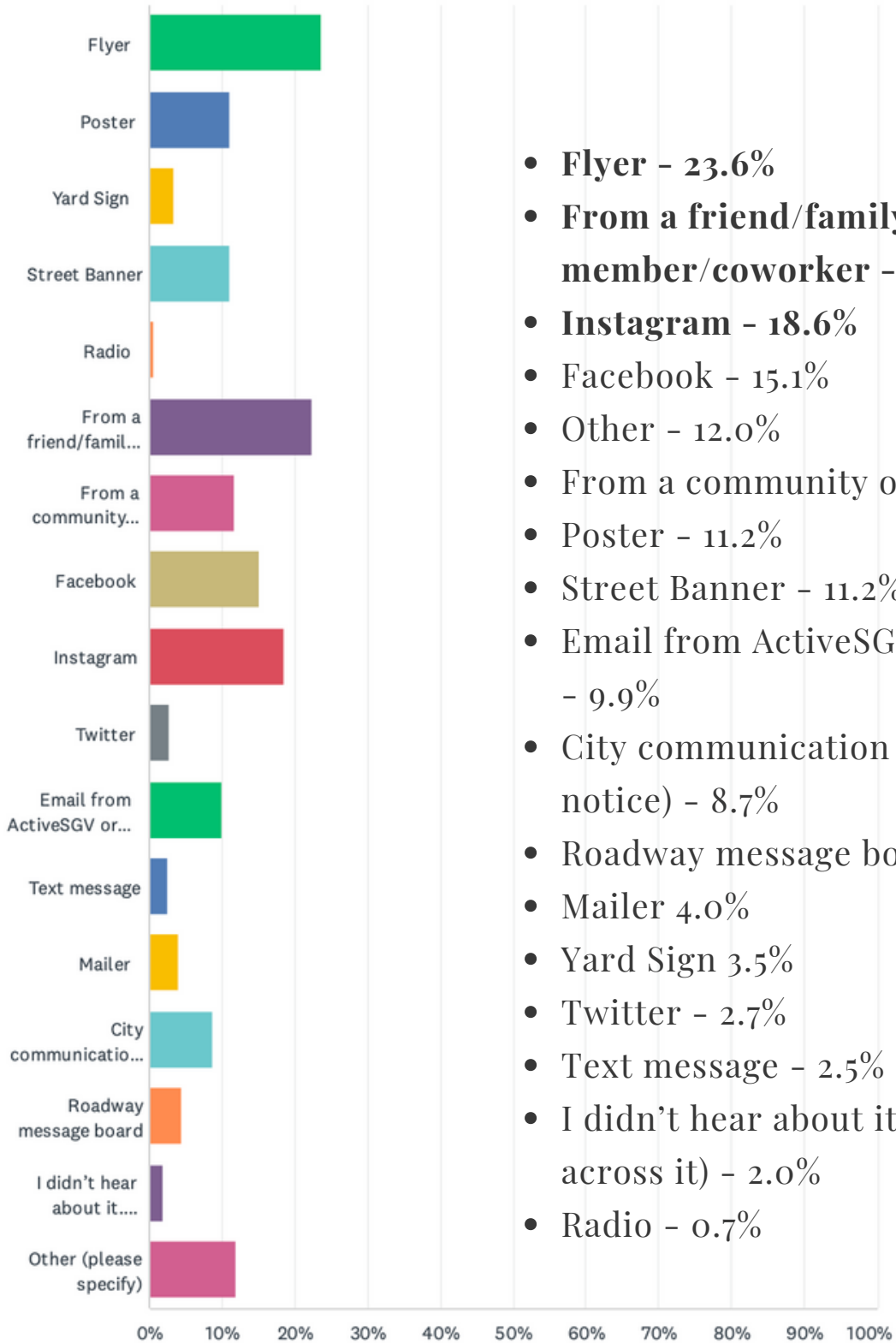
Q15 Did you (or do you plan to) shop at any local businesses along the event route?

Answered: 415 Skipped: 4



Q16 How did you hear about 626 Golden Streets? (select all that apply)

Answered: 403 Skipped: 16

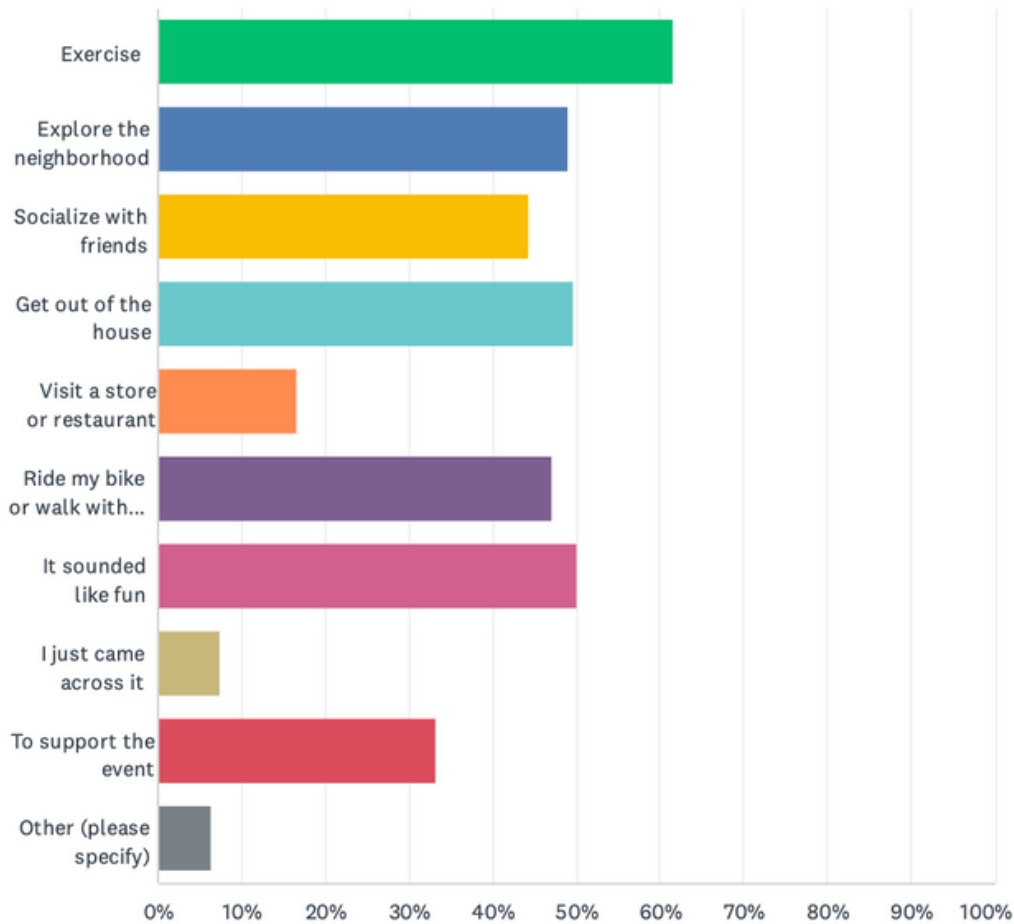


- **Flyer - 23.6%**
- **From a friend/family member/coworker - 22.3%**
- **Instagram - 18.6%**
- Facebook - 15.1%
- Other - 12.0%
- From a community org - 11.7%
- Poster - 11.2%
- Street Banner - 11.2%
- Email from ActiveSGV or 626 List - 9.9%
- City communication (email, notice) - 8.7%
- Roadway message board - 4.5%
- Mailer 4.0%
- Yard Sign 3.5%
- Twitter - 2.7%
- Text message - 2.5%
- I didn't hear about it (happened across it) - 2.0%
- Radio - 0.7%



Q17 What are the main reasons you came to 626 Golden Streets? (select all that apply)

Answered: 403 Skipped: 16

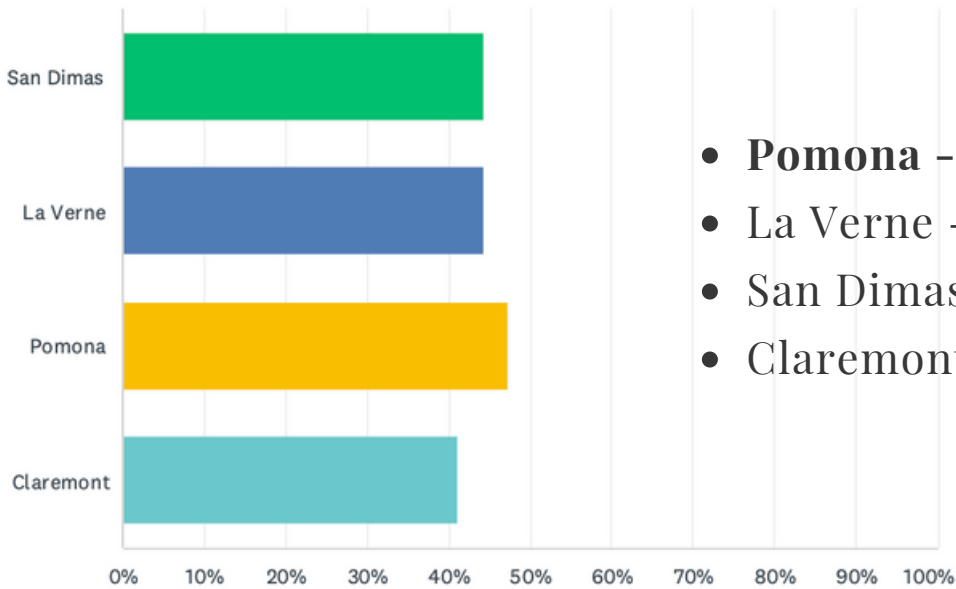


- **Exercise - 61.5%**
- **It sounded like fun - 50.1%**
- **Get out of the house - 49.6%**
- **Explore the neighborhood - 49.1%**
- **Ride my bike or walk without worrying about traffic - 47.2%**
- **Socialize with friends - 44.4%**
- **To support the event - 33.3%**
- **Visit a store or restaurant - 16.6%**
- **I just came across it - 7.4%**
- **Other (please specify) - 6.5%**



**Q18 Was this your first time visiting any of the following communities?
(select all that apply)**

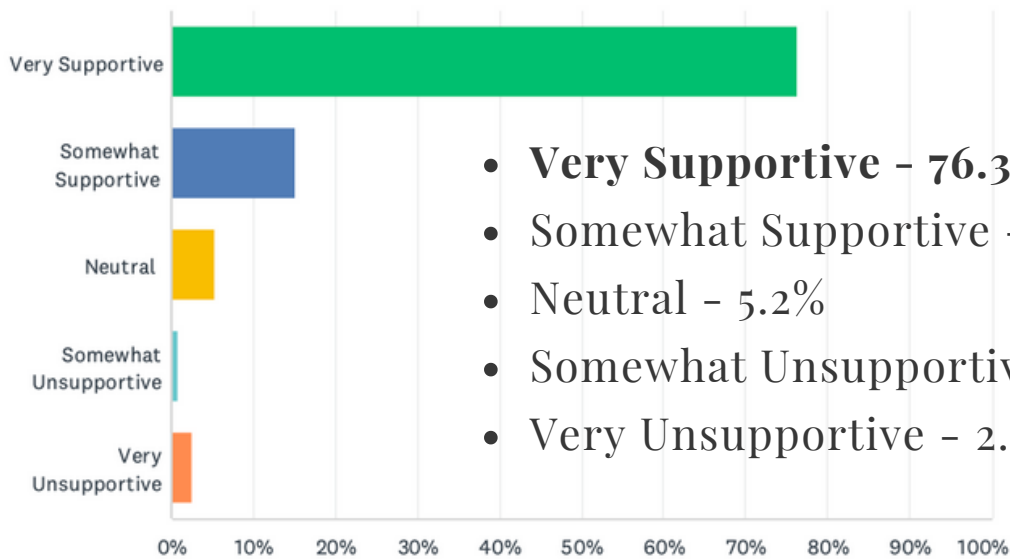
Answered: 131 Skipped: 288



- **Pomona** - 47.3%
- La Verne - 44.3%
- San Dimas - 44.3%
- Claremont - 41.2%

Q19 Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (select one):

Answered: 401 Skipped: 18



- **Very Supportive** - 76.3%
- Somewhat Supportive - 15.2%
- Neutral - 5.2%
- Somewhat Unsupportive - 0.6%
- Very Unsupportive - 2.5%



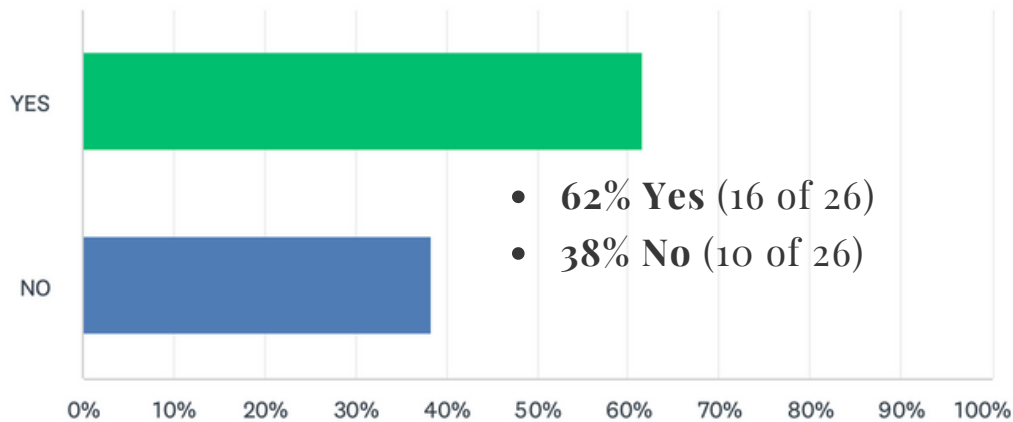
Business Interview (Event Day)

- Sample size - 26
- Conducted in person by ActiveSGV staff in each participating City
- Completed on 4/23/23 (1-3pm)

- **Lordsburg Taphouse and Grill**
- **Argo Mediterranean Grille**
- **Mi Cocina**
- **Cafe Wang**
- **Circle K**
- **Granny's Yogurt**
- **Nambah Coffee Co.**
- **Warehouse Pizza**
- **Roberta's Village Inn**
- **A Place in Time Children's Boutique**
- **Himalayan Cafe**
- **Dollar Tree**
- **Korner Market**
- **The Pizza Place**
- **Albertsons**
- **La Michoacana**
- **Wingstop**
- **Ians Pizza**
- **Metro PCS**
- **KFC**
- **Vred**
- **Game Stop**
- **Smoke Shop**
- **R&B Tea and Boba**
- **DD's Discount**
- **The Hen's Kitchen Shoppe**

Q3 Are you familiar with the open streets event today?

Answered: 26 Skipped: 0



Q4 If Yes, what do you understand the event to be?

- Biking
- New customers
- Bike ride
- Bike event
- Just that it's happening
- Community walk
- Not sure. For bikes, walking riding, and getting together
- Earth walk day
- People walking and riding bike on road
- Wasn't sure but knew about it



Q5 Is your business participating in and/or interacting with the open streets event today?

- 12.0% Yes (3 of 25)
- 88.0% No (22 of 25)

Q6 If yes, is this your first time participating in an open street event?

- 0% Yes (0 of 26)
- 3.8% No (1 of 26)
- 96.2% Skipped this question (25 of 26)

Q7 If yes, in what way will your business participate and/or interact with today's event??

- Open during event.
- We are having customers that look happy.
- 92.3% Skipped this question (24 of 26)

Q8 Does your business do any type of marketing or advertising?

- 37.5% Yes (9 of 24)
- 67.5% No (15 of 24)

Q9 If yes, What type of advertising do you do?

- Social Media (repeated response x4)
- Online, flyer distribution
- Flyer, grocery advertising
- Business cards
- Radio

Q10 Do you believe this event may bring better recognition to the products or services your business offers?

- 26.9% Yes (7 of 26)
- 7.7% No (2 of 26)
- 65.4% Skipped this questions (17 of 26)

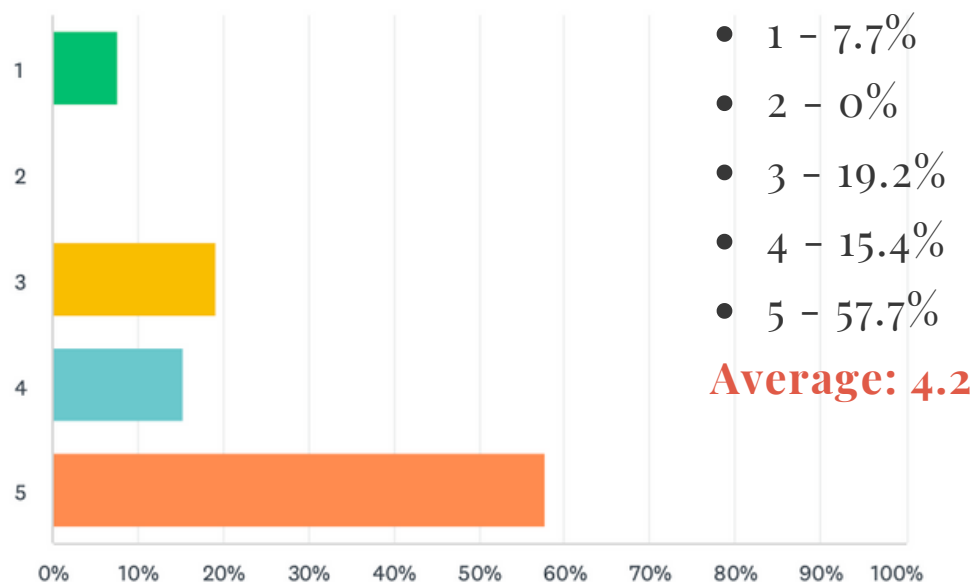


Q11 Have you noticed any changes in your customer volume and/or demographics today?

- Busier
- Yes, many new customers, and very busy. The event brought new customers and brought busier than usual crown for a Sunday.
- Yes, very busy.
- New customers, more than normal
- Yes, more busy
- Yes
- Yes
- More individual orders, a little busier
- Yes, always dead on Sunday
- Yes increased
- Yes but unrelated, new store
- Decent Amount
- More people than usual specially from the event
- Less people less parking, more alcohol, more groups
- Sundays are usually more busy with seniors, but did see new customers
- No
- No
- Decreased people
- Slowed down
- Went down a lot due to blocked road
- Slower
- No changes
- About the same. More people had trouble parking but no problem
- Yes slower day
- Yes volume was down

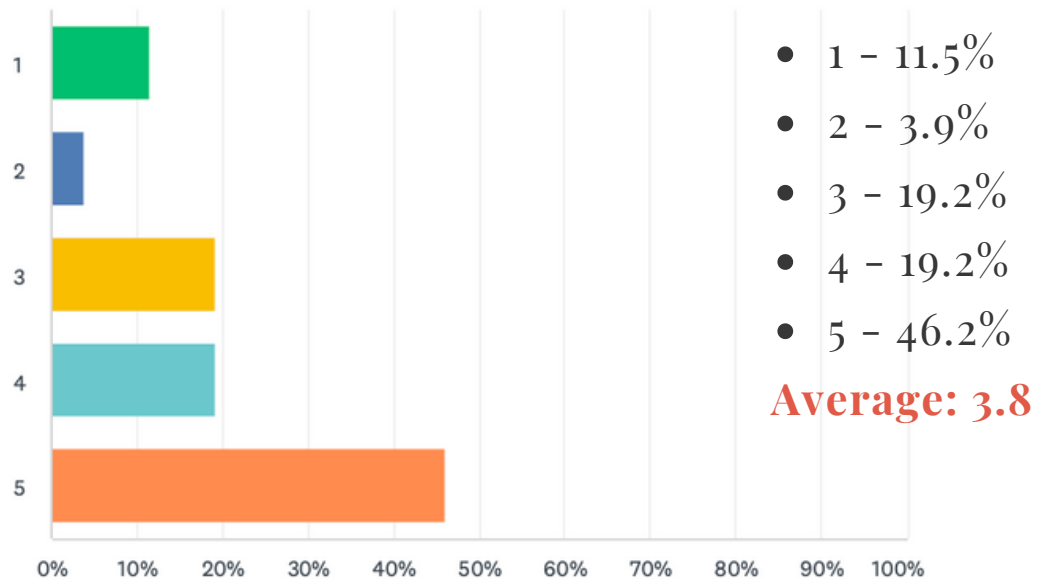
Q12 What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 26 Skipped: 0



**Q13 What effect do you believe today's event has on your business?
Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

Answered: 26 Skipped: 0



Q14 Would you like to see this event return to this street at another point in the future?

- 88.5% Yes (23 of 26)
- 11.5% No (3 of 26)

Q15 If yes: How often would you like to see this event happen?

- bi-monthly
- once a month
- every weekend
- annually
- once every few months
- once or twice a year
- every Sunday
- 2x a year, weekly ideally
- 2x a year
- yearly
- with more access to store 2x a year
- no more than once a year
- once every other month
- once a year

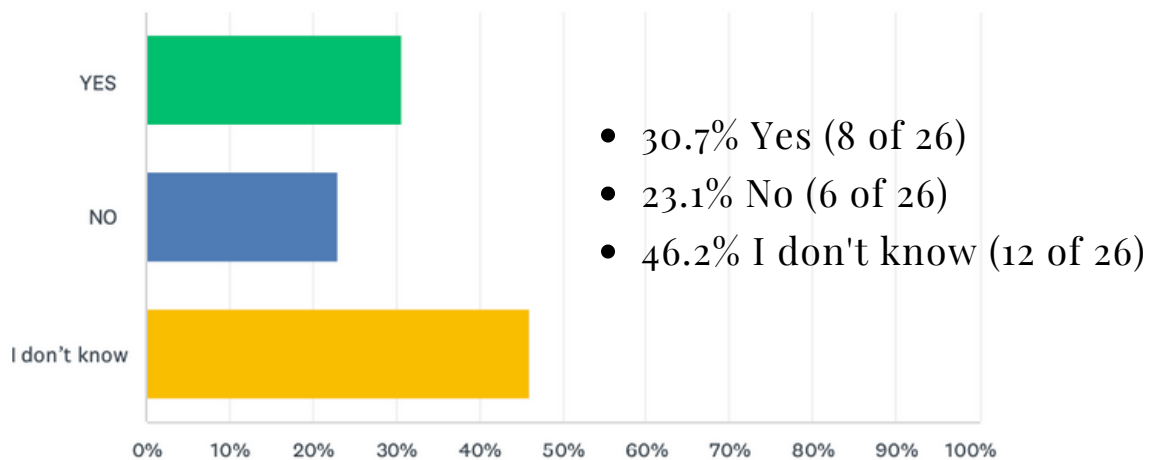


Q16 If no: Would you recommend this event to happen on a different street in this neighborhood?

- Arrow Hwy
- It has negatively affected my business
- Yes in an industrial area where businesses are closed
- Perhaps not close as many streets

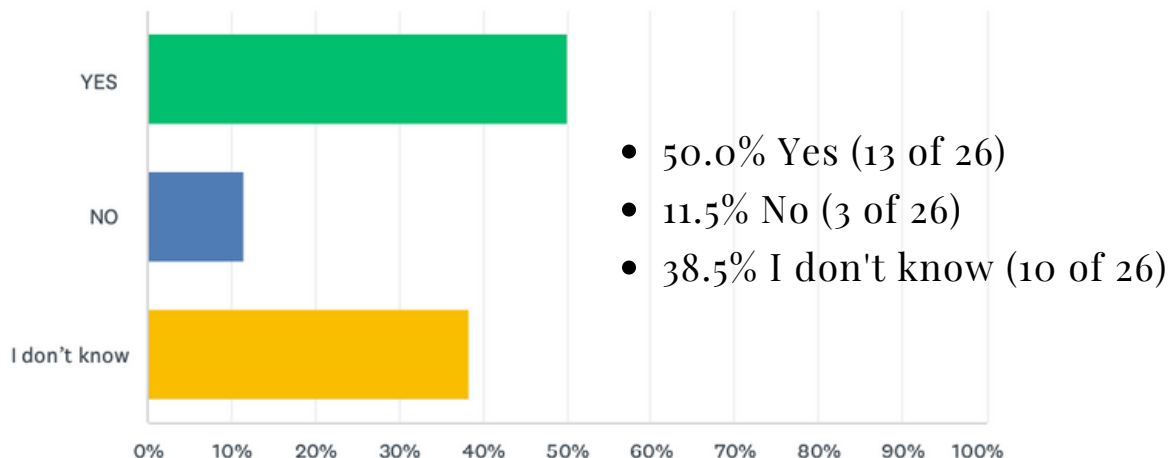
Q17 In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community?

Answered: 26 Skipped: 0



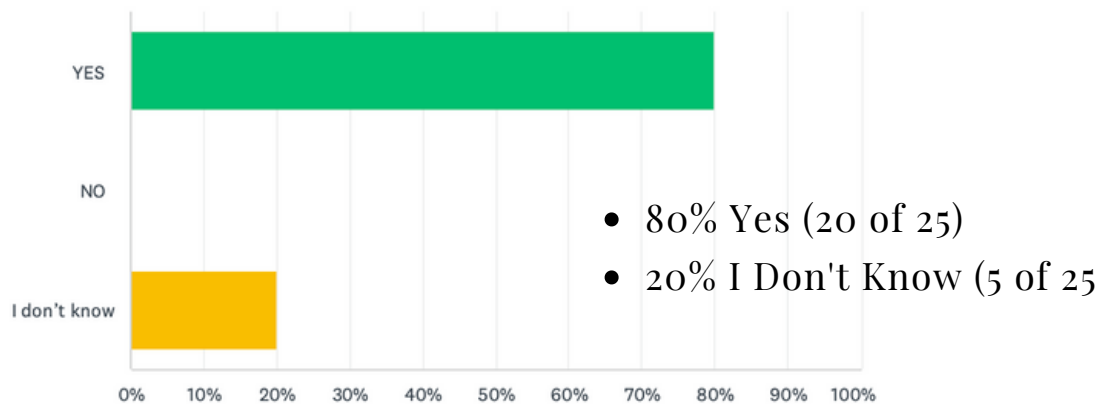
Q18 Do you believe that by experiencing today's event your business may support transportation improvements in the future?

Answered: 26 Skipped: 0



Q19 Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?

Answered: 25 Skipped: 1



Q23 Do you have any other thoughts to add about this event?

- Set up a wristband/passport-like system next time to encourage businesses to participate and encourage people to buy things from different customers - maybe offer a discount that day of to get more people into the door
- More sitting areas
- None
- No
- Just awesome
- Better access/traffic control for the store
- No
- I am sure this is good for the community
- No
- None

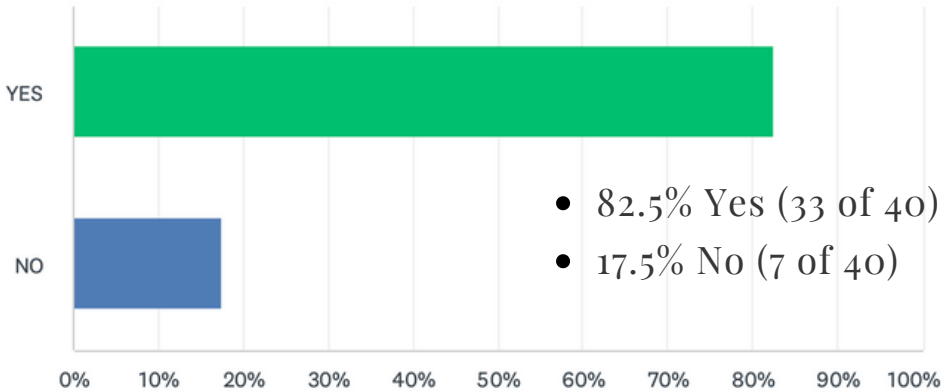


Business Interview (Post Event)

- Sample size - 40
- Conducted in person by ActiveSGV staff within two weeks post event
- Focused on businesses who participated in event day interviews and additional businesses along the event route
- 5 businesses (Roberta's Village Inn, A Place in Time Children's Boutique, Ian's Pizza, Metro PCS, and The Hen's Kitchen and Shoppe) did not complete a second interview due to owner or staff not being present after repeated visits
- Participating businesses listed below
 - Espiaus
 - Jax
 - Petiscos
 - Pizza N Such
 - Village Grille
 - Nectar Inc
 - Aromatique
 - Ubatuba Acai
 - Arrufos Italian
 - Some Crust
 - Himalayan Cafe
 - Mode Vape
 - Rose of Asia Spa
 - Cletes Liquor
 - The Pizza Place
 - Albertsons
 - Dollar Tree
 - Little Tokyo
 - Starbucks
 - Korner Market
 - VRED Gas
 - R&B Tea and Boba
 - La Michoacana
 - DD's Discount
 - Game Stop
 - Wingstop
 - Beauty Supply
 - Smoke Shop
 - Dinos
 - KFC
 - One Stop
 - Argo Mediterranean Grille
 - Warehouse Pizza
 - House of Wings
 - Lordsburg Taphouse & Grill
 - MiCocina
 - Nambah Coffee Co.
 - Granny's Yogurt
 - Cafe Wang
 - Circle K

Q3 Did your business participate and/or interact in the open streets event?

Answered: 40 Skipped: 0



Q4 If yes, how did your business participate and/or interact with the event?

- open during event
- yes we had a mechanic tent outside
- open during event
- aware of event and staffed
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- yes
- open during event
- open during event
- open during event
- open during event
- open during event
- It was near by
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- open during event
- Interacted with customers/participants
- open during event
- open during event
- open during event
- open during event
- Posted deals +specials outside
- open during event
- Street seating encouraged new guests
- Boots for event were right in front of business
- open/selling
- More foot traffic
- open during event
- Yes we got extremely busy during the event
- Were open during event

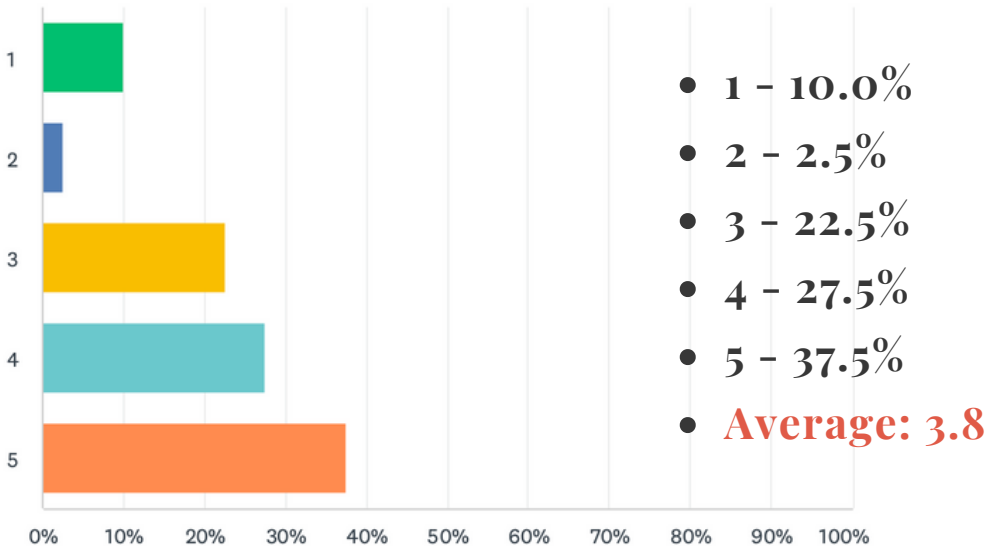
Q5 Did the open streets event bring new or more patrons to you?

- **67.5% Yes** (27 of 40)
- **32.5% No** (13 of 40)



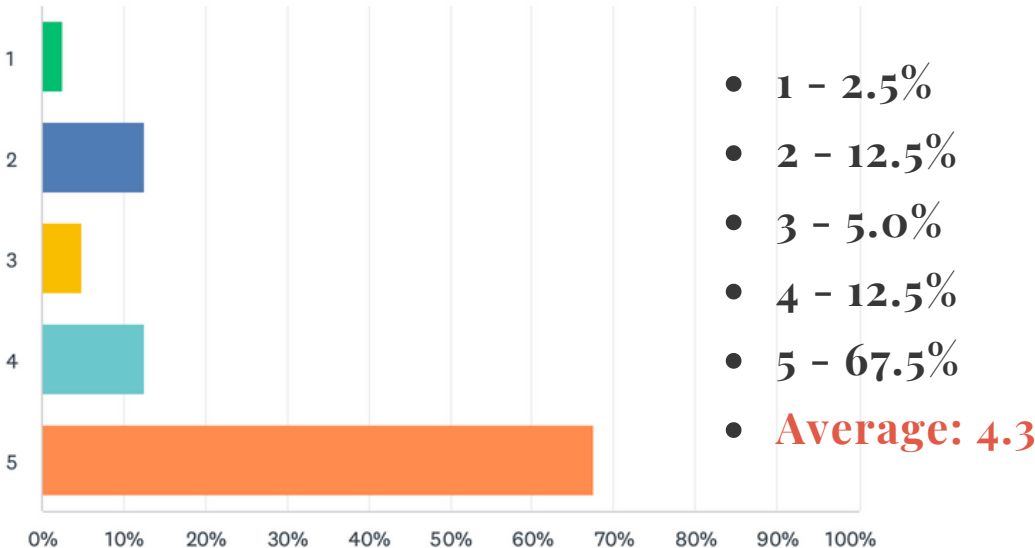
Q6 How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 40 Skipped: 0



Q7 How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 40 Skipped: 0



Q8 Did your business experience any change in sales volume during the event?

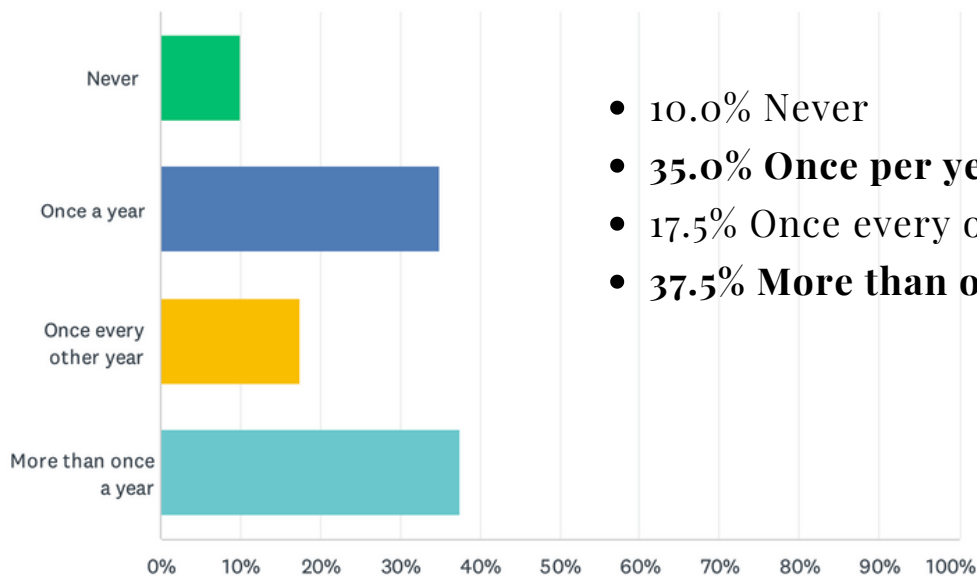
- **67.5% Yes** (27 of 40)
- **32.5% No** (13 of 40)

Q9 Are you willing to share sales volume information from the event as compared to a non-event Sunday?

- Busier than most Sundays
- More customers
- About the same a little busier
- Slightly less than average
- Way more
- Unknown
- 12% busier
- Less than average
- About the same
- \$3,000 more than usual Sunday
- A little less
- About the same
- Less than normal, most sales come from drive thru, since customers couldn't access lowered sales.
- Good in comparison to most Sundays
- Just began opening Sundays so hard to say but really busy
- Less sales
- Sales almost doubled
- Big boom in sales
- 15-20% increase
- Up 24%
- It was really busy in comparison to normal Sundays

Q10 How often would you like to see this event return to this street and/or this neighborhood?

Answered: 40 Skipped: 0



- **10.0% Never**
- **35.0% Once per year**
- **17.5% Once every other year**
- **37.5% More than once per year**



Q11 Do you have any other thoughts to add about this event?

- It was great brought a lot of people in.
- The roads that were chosen to be in better condition. Metal panels put non-experienced riders at risk. Dismounting inconsistent. Be more clear. For options slim, not enough variety more active and more food options. More reality options. food + hubs. No restroom signs.
- Was awesome 10x a year would be good
- A lot of people I know went and had a good time
- Didn't do anything for our business. Biggest complaint is no info beforehand
- It's cool feels like "clean air"
- Did a good job informing leading up to event
- Make it every week, as often as possible
- I like it gives people something to do
- It is a fun event but keep one side of street open
- Leave access to one driveway in commercial plazas
- No, it was great
- Great idea to bring the community together. Would like to see it more often
- Left street closure until Monday
- More vendors along route, not just in hub
- no
- no
- Route should stop in front of more businesses
- Have event every 2 months, great, nice, clean, minimal trash
- 2x a year, its nice that it gets people outside and hanging out
- Really nice, something better for kids to spend more time outside. Once a month would be nice.
- Nice to see many families felt very community oriented
- Really good event
- no
- no



