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# **Open Streets Evaluation Supplemental Materials Manual**

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Compilation of Evaluation Materials:  
Fort Collins Open Streets 2014

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## Overview

The City of Fort Collins, Colorado hosted its inaugural Open Streets, or car-free event on July 20, 2014. Several goals were established during the planning process by City staff in order to guide the implementation of Open Streets, which follow:

1. Promote and increase active transportation.
2. Promote and increase physical activity and social health.
3. Increase awareness and acceptability of streets as public facilities with multiple uses.
4. Build community by engaging residents of all ages, abilities, and backgrounds.

Additionally, the logic model presented in Figure 1 was developed to guide event planners and evaluators in determining the most effective approach to comprehensive event evaluation. In order to measure the attainment of each of the event's goals, comprehensive evaluation was proposed by a graduate student from the Colorado School of Public Health. Four goals were also established for the evaluation process itself, which follow:

1. Provide accountability to stakeholders and resource providers.
2. Determine the extent to which established event goals are met.
3. Establish a planning guide for future events.
4. Determine the most effective use of resources, both monetary and temporal.

The results and recommendations following evaluation of Fort Collins' Open Streets are available in *Evaluation of Open Streets: A comprehensive report of Fort Collins' first Open Streets event* (Evaluation Report). The purpose of this manual, however, is to compile evaluation materials used during Fort Collins' Open Streets event. Other planning entities are encouraged to explore or adapt methodology presented in this manual for use at other car-free events. Many of the materials contained within have been adapted from similar resources.

Open Streets or car-free event planners are encouraged to determine the extent to which adapting similar methodology is feasible given their organizational and community context. Establishing event goals is highly encouraged to determine which measures and methods are best suited for a given event.

Finally, the methodology utilized for each measure is explained in detail in the Evaluation Report. Refer to appropriate sections of the Evaluation Report to ensure that adaptations to methodology occur after thoughtful review of those used in Fort Collins. Note that some measures and methods used in Fort Collins are recommended to be further developed before future use to garner more reliable data. The possibility for Open Streets events to mature into an even greater use of resources, based on their potential to influence health and behavior, is greater with further refinement of evaluative tactics.

Throughout this manual, the reader will find evaluation team protocols, used to ensure a standardized methodology for collecting data during the event; standardized forms used to collect observational data during the event; various surveys used to collect data before, during, and after the event; invitations distributed to respective target audiences to participate in some data collection; and summaries of observational data collected in the field.

Inputs →	Activities →	Outputs →	Outcomes		
			Initial →	Intermediate →	Long-term
FCBikes Program Manager, FCBikes Program Specialist, public funds, relationships with other City agencies (e.g. Police, Traffic), existing infrastructure (streets, bicycling/pedestrian infrastructure, and existing mass transit), previous Open Streets instruments, evaluations, and anecdotes from similar communities	Recruit local health-oriented businesses to provide physical activity/health related activities, develop and disseminate messages to target groups through various media channels, provide closed street route for community members along neighborhood and economic corridors, promote existing active transportation infrastructure, promote existing multi-modal/mass transit options, survey community members to	Open Streets Fort Collins Participants (community members and local businesses/organizations), 2 events, number of materials distributed	Community/neighborhood members are knowledgeable about Open Streets FC, exposed to local health-oriented businesses, engage in PA during event (active transport or recreation), exposed to active transport infrastructure designs, experience the street from a new perspective, engage with other neighbors and community members, supplement local economy along routes	Community perceptions change about the multiple uses of streets, increased pressure from community members to provide similar events, participate in PA (active transport or recreation) after the event (i.e. increased self-efficacy), businesses along the route benefit economically, participating businesses benefit economically	Social capital/community building and civic pride, investment in active transport/pedestrian infrastructure, acceptance of streets as facilities with multiple uses, increased rates of active transport, increased rates of involvement in recreational activities

**Figure 1:** Open Streets Fort Collins Program Logic Model

## **Appendix A**

### **Evaluation Team Protocols**

## Open Streets Volunteer Evaluation Team: Observer Protocol

Observers will collect a variety of data during their shift, both numerical data used to estimate how many people came to the event, and general observations around your assigned area. It is very important that observers be ready to begin counting at precise times of the day. Fifteen minutes before counting participants, observers will be collecting some general observations

Activity	Time
Other volunteer check-in	9:15am
Open Streets begins	10:00am
Observers check-in	11:15am
1 <sup>st</sup> general observation	11:30-11:45am
1 <sup>st</sup> observer count	11:45-noon
2 <sup>nd</sup> general observation	12:30-12:45pm
2 <sup>nd</sup> observer count	12:45-1:00pm
3 <sup>rd</sup> general observation	1:30-1:45pm
3 <sup>rd</sup> observer count	1:45-2:00pm
Check out with Nick	2:00-2:15pm
Enjoy the event!	2:15pm-3:00pm

that they notice around their area. Below is a breakdown of shift times and activities:

Observers will need to be *near* their assigned station during “general observation” times. By the end of “general observation,” please be at your assigned location and be ready to begin counting precisely when the “observer count” time begins.

In the time frame between each “general observation” and “observer count,” you are free to walk about the route and enjoy the event. Keep your volunteer hat on, and be ready to pleasantly interact with other people. If you decide to engage in any activities, be willing and ready to leave the activity as time draws close to start observing.

During the general observation,

- Walk around your assigned location; feel free to meander throughout the route within a blocks distance, so that you can get to your designated spot quickly.
- Note anything you notice: weather changes, how it feels to you, what other people are doing, what activities the participants are engaged in (structured or not), what are the residents along the route doing in their yards, how are other volunteers acting, etc.? Anything worth noting should be noted. If you question whether or not it's worth noting, it's worth noting.
- When there are 5 minutes left in the general observation time, begin to make your way towards your designated location.

Coordinate with your observing partner. The two of you will each collect different data during the counts, but try to start and stop at the same time.

- Before time begins to start counting, line up perpendicular to the route. Stand at the edge of the sidewalk closest to the house on your side, so that you count even the people on the sidewalk.
- Pick a non-movable object directly across the street from you. For example, pick a fire hydrant or house door, or gate.
- Draw an imaginary line from you to the object you picked.
- Once time begins, tally every single person that moves through your imaginary line, according to the pre-determined demographic you will be counting.
- Make one tally for each person that crosses your line in the box that best represents that person.
- If a person's sex or race/ethnicity is not immediately apparent, make sure the person is counted by making your best guess, or mark them in the “other” category.
- If a participant approaches you during your count and asks for help, politely inform them that you are actively engaged in data collection, and that the volunteer closest to you can help. Please glance around and point out the next available volunteer, other than your observation partner, and wish them well.
- If you get overwhelmed, take a deep breath, and remember to just do your best! This is a very important job, but it's also very demanding, and all you're expected to do is try.

Thank you for your help!

Figure 2: Open Streets Observer volunteer protocol.

## Open Streets Volunteer Evaluation Team: Surveyor Protocol

Surveyors will collect data during two shifts: **AM** and **PM**. Both shifts are equally important. Surveyors will engage the event participants and ask them to complete a brief, one-page survey. To the right is a breakdown of shift and times for shift activities:

Surveyors will be checked out clipboards, blank surveys, and writing utensils upon arrival.

Once surveyors collect the materials needed to administer surveys, they will be assigned a place to start approaching participants. Return all completed and uncompleted surveys, along with other checked-out materials, to Nick at the end of your shift.

Activity	Time
Main volunteer check-in- <b>AM</b> shift	9:15am
AM Surveyors check in with Nick for location assignment- <b>AM</b> shift	9:30am
Open Streets begins	10:00am
Randomly approach participants- <b>AM</b> shift	10:00am-12:15pm
Main volunteer check-in- <b>PM</b> shift	11:45am
PM Surveyors check in with Nick for location assignments- <b>PM</b> shift	12:00pm
Check out with Nick- <b>AM</b> shift	12:30pm
Randomly approach participants- <b>PM</b> shift	12:00pm-2:45pm
Check out with Nick- <b>PM</b> shift	3:00pm
Open Streets ends	3:00pm

From your assigned starting location, you will **RANDOMLY** approach people or groups of people.

- Random survey completion is necessary for successful survey data. Avoid approaching only people that are your same sex, age, or other characteristic.
- Begin by asking the person or group if they have two minutes to complete a survey.
- If they agree, then proceed to administer the survey. **If they do not agree**, then politely thank them for stopping and wish them well.
- If they agree and it is a single person who appears to be near the age of 18, ask if they are over 18 years of age. If they are, then proceed. **If they are not** 18, politely inform them that you are only seeking information from those 18 years old and older, thank them for stopping, and wish them well.
- If they agree and are in a group, ask for a person over the age of 18 with a birthday closest to today (before or after) to complete the survey
- Before the survey is given to the participant for them to complete, begin by stating your first name and that you are collecting information to evaluate the event to help make future events even better. Remind them that you are **NOT** collecting any identifiable information on the survey.
- Participants will have the option to fill the survey out by themselves, or have you read them the questions and mark their answers for them.
- Once the survey is complete, mark it with your ID letter and the sequential number of each survey, put the survey at the back of your stack, and continue approaching participants
- **Some questions will require prompting. This will be discussed during your training.**
- Use the back of this sheet to tally the number of participants that you approach and the number that actually complete a survey. If someone indicates that they have already completed a survey, no **NOT** tally them.

Thank you for your help!



Figure 3: Open Streets Surveyor protocol, front page.

**Survey Approach/Completion Count-Open Streets Fort Collins-July 2014**

Surveyor name: \_\_\_\_\_

Surveyor ID: \_\_\_\_\_

Number of people approached and asked to complete survey:

Number of people accepting and completing survey (at least 15):

OPEN STREETS

Come PLAY in the Street!

Additional notes (any comments participants make, general observations, weather, which stations near you seem to be popular, etc.)

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**Figure 4:** Open Streets Surveyor protocol, back page. The back page provided volunteer surveyors with space to tally the number of event participants that were asked to take the Intercept Survey, tally the number of participants that completed the Intercept Survey, and a space to provide other qualitative responses.

## **Appendix B**

### **Evaluation Team Forms**

## Open Streets Adult Observer

Observer name: \_\_\_\_\_

Location: \_\_\_\_\_

**Observation Counting Instructions:** Prior to each 15 minute observation count time, station yourself at your assigned location perpendicular to the route. For example, chose a location on one side of the street and face across the street. Select an object (such as a house door, fire hydrant, or other non-movable object) and draw an imaginary line from you, across the street, to the object you've selected. Once the data collection time period begins, count and tally all people that pass through your imaginary line, in one direction and the other. If a person's sex, age, or race/ethnicity is not absolutely apparent, then make your best guess and make sure they are counted in only one box. Make sure all people are counted until the end of the data collection time frame.

	Cyclist			Walkers			Skaters			Other activity
11:45-noon	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	Other race/ethnicity
Male										
Female										

ADULT OBSERVER-7/14

**Figure 5:** Quantitative adult observation counting form, front page.

	Cyclists			Walkers			Skaters			Other activity
12:45-1:00	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	Other race/ethnicity
Male										
Female										

  

	Cyclists			Walkers			Skaters			Other activity
1:45-2:00	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	Other race/ethnicity
Male										
Female										

ADULT OBSERVER-7/14

**Figure 6:** Quantitative adult observation counting form, back page.

### Open Streets Child Participant Count

Volunteer name: \_\_\_\_\_

Location: \_\_\_\_\_

**Observation Counting Instructions:** Prior to each 15 minute observation time, select a location perpendicular to the route. For example, chose a location on one side of the street and face toward the street. Select some object (such as a house door, fire hydrant, or other non-movable object) and draw an imaginary line from you, across the street, to the object you've selected. Once the data collection time period begins, count and tally all people that pass through your imaginary line, in one direction and the other. If a person's sex, age, or race/ethnicity is not absolutely apparent, then make your best guess and make sure they are counted in one box. Make sure all people are counted until the end of the data collection time frame. Note any children who are being pushed in strollers or carried in the appropriate box on the right of the table.

	Cyclist			Walkers			Skaters			Other Activity & race/ethnicity
1:45-2:00	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	<i>Strollers/carried</i>
Male										<i>Other</i>
Female										<i>Strollers/carried</i>
										<i>Other</i>

CHILD COUNT-7/14

Figure 7: Quantitative youth observation counting form, front page.

	Cyclist			Walkers			Skaters			Other race/ethnicity
12:45-1:00	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	<i>Strollers/carried</i>
Male										<i>Other</i>
Female										<i>Strollers/carried</i>
										<i>Other</i>

	Cyclist			Walkers			Skaters			Other race/ethnicity
1:45-2:00	White	Hispanic	African American	White	Hispanic	African American	White	Hispanic	African American	<i>Strollers/carried</i>
Male										<i>Other</i>
Female										<i>Strollers/carried</i>
										<i>Other</i>

CHILD COUNT-7/14

Figure 8: Quantitative youth observation counting form, back page.

## Open Streets General Observation Form

Volunteer name: \_\_\_\_\_

Location: \_\_\_\_\_

**General Observation Instructions:** Take brief notes to summarize what you notice during designated general observation time frames. Feel free to walk around your assigned location so that you can get a better idea of what is happening around the area. By the end of the 15 minute general observation time frame, *return towards your original location and prepare for observational counting.*

11:30-11:45	Describe the area where your station is located. What types of activity hubs are close by, is there a lot of shade, etc.?	
	What are people doing? Are there a lot of people at activity hubs, are people sitting, are people continuously moving, are they using the street for ways other than to travel between stations (throwing Frisbees, dancing, etc.)?	
	Are participants engaging in safe behaviors, whether they are using equipment or if they encounter someone else using equipment, (such as wearing helmets and yielding to pedestrians when on bikes or skates)? Are people not being safe?	
	Are there other volunteers around you, and are they interacting with participants? What else do you notice about other volunteer's behaviors?	
	Are participants socially interacting with one another? What does the interaction look like?	
	Any additional notes?	
12:30-12:45	Describe the area where your station is located. What types of activity hubs are close by, is there a lot of shade, etc.?	

**Figure 9:** Sample Open Streets General Observation form. Note: questions are standard for three 15-minute qualitative observation time periods. Questions repeat verbatim for the subsequent time periods, not shown here.

## **Appendix C**

### **Evaluation Surveys**



**Open Streets Participant Survey**

Survey ID# \_\_\_\_\_

1. How did you hear about Open Streets? Mark all that apply.

- Poster at local business
- Newspaper article
- Word of mouth
- Mailing/I live near the route
- Radio ads
- Other \_\_\_\_\_

2. Why did you decide to attend Open Streets?

3. How long do you plan to stay at Open Streets?

- <30min
- 30-<60min
- 1-<1.5 hours
- 1.5-<2 hours
- 2-3 hours
- >3 hours

4. How did you get to Open Streets today? Mark all that apply.

- Public Transit/bus
- Bike
- Carpool
- Drove alone
- Walked/ran
- Other \_\_\_\_\_

5. How many days in the past week did you participate in an activity (i.e. work, chores, fun, sport) where your heart rate and breathing rate increase for more than 10 minutes?

- 0-1 days
- 2-4 days
- 5-7 days

6. How many minutes, on average, do you participate in activities where your heart rate and breathing rate increase on days that you are active?

- 0-10 minutes
- 11-30 minutes
- 31-60 minutes
- 61+ minutes

7. What would you be doing if you weren't at Open Streets?

- a. At home indoors reading, watching TV, etc.
- b. At home outdoors gardening, chores, etc.
- c. Playing outside, riding bike, hiking, etc.
- d. Playing indoors, gym, exercise class, etc.
- e. Other \_\_\_\_\_

8. Do you plan to spend/have you spent money at businesses near Open Streets?

- No
- <\$10
- \$10-25
- >\$25

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9. Open Streets is a family friendly event	5	4	3	2	1
10. I feel safe at Open Streets	5	4	3	2	1
11. Everyone is welcome at Open Streets	5	4	3	2	1
12. Open Streets strengthens our community	5	4	3	2	1
13. I have learned about new transportation options at Open Streets	5	4	3	2	1
14. Open Streets emphasizes the many uses of public streets	5	4	3	2	1

15. What is your sex?  Male  Female  Other: \_\_\_\_\_

16. What is your age? \_\_\_\_\_

17. How often should Open Streets occur? \_\_\_\_\_

18. Which of the following best describes you?

- Hispanic/Latino
- Black or African American
- American Indian or Alaska Native
- Pacific Islander
- Asian
- White
- Other \_\_\_\_\_
- Decline to answer

19. Indicate how many people are a part of your household, here: (\_\_\_\_) and the income of your household:

- <\$17,400
- \$17,400-\$69,600
- >\$69,600
- Decline to answer

20. Would you like an Open Streets route near your neighborhood? Circle one: **YES! / I prefer to travel**

21. What is the zip code where you live?

Suggest a route!



INTERCEPT SURVEY-7/14

Figure 10: Open Streets Participant Intercept Survey.



### Partner Evaluation Survey

Thank you for your participation at Open Streets! We would like to collect some information to help improve the experience for our next Open Streets in Fort Collins. Please take a few moments to provide some feedback about the event.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The planning for Open Streets was better than I expected	5	4	3	2	1
2. I knew what types of activities to provide to meet the Open Streets goals	5	4	3	2	1
3. More people than I expected stopped at my station	5	4	3	2	1
4. I prepared in advance for Open Streets	5	4	3	2	1
5. I would participate in the same capacity at Open Streets again	5	4	3	2	1
6. More stations should have participated in Open Streets	5	4	3	2	1
7. I recruited less interest in my organization than I expected	5	4	3	2	1

8. Please provide suggestions to improve the organization of organizational partners for future Open Streets events:

9. Please suggest a future route for Open Streets:

10. Any additional comments?



Figure 11: Business Partner Evaluation Survey.

Dear Superhero Volunteer! *Thank you* for all of your help to make Open Streets a success. We couldn't have done it without you. Please take a moment to provide some valuable feedback for us that help make the next Superhero Team even better.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1. I have fun helping out on the Superhero Volunteer Team	5	4	3	2	1
2. I was provided with all the training materials necessary for me to perform my duties like a Superhero	5	4	3	2	1
3. I felt like I was missing some useful information	5	4	3	2	1
4. The other volunteers generally had a sense that we worked as a team	5	4	3	2	1
5. I would volunteer for Open Streets again	5	4	3	2	1
6. I felt as though the event ran smoothly and safely	5	4	3	2	1

Please make any **additional comments or suggestions** for future Open Streets:

**Figure 12:** Volunteer Exit Survey, printed two per page and distributed as half page surveys.

<h2>Open Streets Resident Survey</h2> <hr/> <p>Dear Fort Collins resident:</p> <p>Thank you for letting up play in the street, right in front of your residence! Please take about 2-3 minutes to share your experience about the first ever Open Streets event in Fort Collins. Your response will help us plan future Open Streets events.</p> <hr/> <p>Please select your response for each question.</p> <p>1) Did you participate in Open Streets?  <input type="checkbox"/> YES!  <input type="checkbox"/> Not this time</p> <p>2) If YES, what capacities were you involved in?  <input type="checkbox"/> Volunteer  <input type="checkbox"/> Participant  <input type="checkbox"/> Business partner</p>	<p>3) My residence faces the route (Whedbee or Laurel Streets):  <input type="checkbox"/> Yes, my address is either on Whedbee or Laurel Streets  <input type="checkbox"/> No, it is adjacent or near but not directly on the route</p> <p>4) My driveway/garage was restricted during the event because it has access from Whedbee or Laurel Streets:  <input type="checkbox"/> Yes, access was restricted to my driveway or garage  <input type="checkbox"/> No, I still had access to my driveway or garage</p> <p>5) My driveway/garage had immediate access to a side street with an open intersection:  <input type="checkbox"/> Yes, I was able to leave, if necessary, via a street other than Whedbee or Laurel  <input type="checkbox"/> No, all access was restricted to my residence</p> <hr/> <p>Please select one response for each question.</p> <p>6) I was notified in advance about Open Streets.  <input type="checkbox"/> Strongly Agree    <input type="checkbox"/> Agree    <input type="checkbox"/> Neutral    <input type="checkbox"/> Disagree    <input type="checkbox"/> Strongly Disagree</p>
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**Figure 13a:** Resident Survey. *Continues on next page.*

<p>7) Closing the street for Open Streets was inconvenient.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p> <p>8) I had enough information about Open Streets to make adequate plans in advance.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p> <p>9) I want Open Streets in my neighborhood again.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p> <p>10) Event participants respected my property.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p> <p>11) The event was clean.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p> <p>12) The noise level of the event was louder than a typical Sunday.  <input type="radio"/> Strongly Agree    <input type="radio"/> Agree    <input type="radio"/> Neutral  <input type="radio"/> Disagree    <input type="radio"/> Strongly Disagree</p>	<p>13) The personal inconvenience of closing the street for Open Streets was worth the community building that occurred as a result of the event.  <input type="radio"/> Strongly Agree  <input type="radio"/> Agree  <input type="radio"/> Neutral  <input type="radio"/> Disagree  <input type="radio"/> Strongly Disagree</p> <hr/> <p>Please provide us with any last comments you may have.</p> <p>14) Please suggest a future route!</p> <hr/> <p>15) Please leave any additional comments:</p> <hr/> <p><b>Thank You!</b></p> <p>Thank you for taking our survey. Your response is very important to us.</p>
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**Figure 13b:** *Continued from previous page.* Survey Gizmo generated Microsoft Word Resident Survey. Note: The Resident Survey appeared to residents as a fully formatted Survey Gizmo webpage.

<h2>Post-Open Streets Economic Impact</h2>	<ul style="list-style-type: none"> <li>( ) Restaurant/Cafe</li> <li>( ) Gifts/Souvenirs/Small household items</li> <li>( ) Service (Laundry, tailoring, etc.)</li> <li>( ) Sporting goods</li> <li>( ) Grocery/Liquor store</li> <li>( ) Housewares (Appliances, hardware, etc.)</li> <li>( ) Clothing</li> <li>( ) Other:</li> </ul>
<p>Thank you for participating This survey is similar to a survey that was distributed several weeks ago, prior to July 20, 2014. The format may look familiar and your responses are appreciated.</p>	<hr/> <p>2) What were your establishment's net sales for the following dates (please note July 21 of 2013, the remaining dates are in 2014):</p>
<p>The City of Fort Collins and FC Bikes is interested to know how Open Streets impacted your business. Recently, a survey was distributed to businesses located near the route on Laurel and Whedbee Streets. If you returned a survey about daily sales before July 20, 2014, please answer only the questions associated with Sunday July 20, 2014. If you have not returned a survey about daily sales before July 20, 2014, please take an additional minute or two to respond to all the questions. Your feedback will help Open Streets plan future events. Thank you for your participation.</p>	<p>June 8, 2014:</p> <hr/> <p>June 15, 2014:</p> <hr/> <p>June 29, 2014:</p> <hr/> <p>July 20, 2014:</p> <hr/> <p>July 21, 2013:</p> <hr/>
<hr/> <p>1) What category best describes your business?</p>	<hr/> <h3>Event preparations</h3>

**Figure 14a:** Post-event Economic Impact Survey. *Continued on next page.*

<p>Please describe how you prepared for Open Streets.</p> <p>3) Did you offer any incentives on July 20, 2014 (such as discounted items, special prices, coupons, etc.)? Please describe.</p> <hr/> <p>4) Did you hang an Open Streets poster in a window/community board or encourage your staff to inform customers that your establishment was open during Open Streets? Please describe.</p> <hr/> <p>5) How concerned were you that Open Streets would negatively impact your business? 0=no concern, 5=highly concerned</p> <hr/> <p>6) Please rate your level of perceived negative impact on the day of Open Streets, July 20, 2014. 0=no negative impact, 5=high negative impact</p> <hr/>	<p>7) Please describe any customer feedback about the event that you overheard or discussed with your patrons.</p> <hr/> <p>8) Would you support Open Streets in your neighborhood again?</p> <p><input type="checkbox"/> Yes!</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Maybe</p> <hr/> <p><b>Thank You!</b></p> <p>Thank you for taking our survey. Your response is very important to us.</p> <hr/>
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**Figure 14b:** *Continued from previous page.* Survey Gizmo generated Microsoft Word Post-event Economic Impact Survey. Note: The Post-event Economic Impact Survey appeared business managers/owners as a fully formatted Survey Gizmo webpage.

## **Appendix D**

### **Survey Invitations**



Dear Resident: Thank you!

You let us play in the streets. Now let us know how we did.

FC Bikes and the City of Fort Collins would like to know how Open Streets affected you and your neighbors. Enter the web address below to take the brief survey online:

**<http://www.surveygizmo.com/s3/1746408/ResidentSurvey>**

**Your response is entirely anonymous, but is important to us.**

Please contact Nick Heimann at [nheimann@fcgov.com](mailto:nheimann@fcgov.com) with questions. Anyone in your household may take the survey, but only once per household, please. We look forward to hearing from you!



**Figure 15:** Resident Survey invitation. Invitations were printed two per page but distributed as half pages. The web address on this invitation linked to the Resident Survey shown in Figures 13a and 13b.

## Open Streets is Coming!

Help us understand how Open Streets affects your business.

Enter the web address below to take the brief survey online, OR complete the attached physical survey. **All we need is one or the other.** Your time is appreciated and the information you provide will help us understand how Open Streets impacts your business.

<http://www.surveymzmo.com/s3/1721552/Pre-Open-Streets-Economic-Impact-Survey>

Keep an eye out for our Post-Open Streets Economic Impact Survey. Information from both surveys will be helpful to us!

Please contact Nick Heimann at [nheimann@fcgov.com](mailto:nheimann@fcgov.com) with questions or to electronically submit your physical survey.



**Figure 16:** Pre-event Economic Impact Survey invitation. A similar invitation was distributed to encourage business managers/owners to participate in the Economic Impact Survey that shown in Figures 14a and 14b.

## **Appendix E**

### **Observational Data**

SITE 1 – Adult/Activity	M - Walk	F - Walk	M - Cycle	F - Cycle	M - Skate	F - Skate	M - Other	F - Other	TOTALS by Time	Distance Between Counting Sites	Cycling Speed	Walking Speed	Skate/Other Speed	People Per Segment Per Hour
11:45-12:00	33	37		29	23	0	2	0	124		0.45	2	2	112.2
12:45-1:00	17	18		27	18	0	0	0	82		0.45	2	2	74.4
1:45-2:00	12	9		18	17	0	0	1	58		0.45	2	2	52.8
<b>TOTALS by Category</b>	<b>62</b>	<b>64</b>		<b>74</b>	<b>58</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>264</b>					
<b>SITE 1 – Child/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>Strollers</b>	<b>Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	10	7		9	8	0	1	3	40		0.45	2	2	37.8
12:45-1:00	5	11		1	2	1	0	3	25		0.45	2	2	24.3
1:45-2:00	0	2		3	2	1	1	6	15		0.45	2	2	15.9
<b>TOTALS by Category</b>	<b>15</b>	<b>20</b>		<b>13</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>12</b>	<b>80</b>					
									<b>264</b>					
									<b>80</b>					
									<b>344</b>					
<b>SITE 2 – Adult/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>M - Other</b>	<b>F - Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	8	11		25	19	1	2	0	66		0.45	2	2	60.3
12:45-1:00	11	16		18	16	0	0	1	62		0.45	2	2	56.1
1:45-2:00	5	8		21	21	0	0	0	57		0.45	2	2	51.9
<b>TOTALS by Category</b>	<b>24</b>	<b>35</b>		<b>35</b>	<b>56</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>156</b>					
<b>SITE 2 – Child/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>Strollers</b>	<b>Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	1	0		3	3	0	0	4	11		0.45	2	2	11.1
12:45-1:00	1	0		6	5	0	0	4	16		0.45	2	2	15.6
1:45-2:00	2	3		4	5	2	2	0	18		0.45	2	2	17.4
<b>TOTALS by Category</b>	<b>4</b>	<b>3</b>		<b>13</b>	<b>13</b>	<b>2</b>	<b>2</b>	<b>8</b>	<b>45</b>					
									<b>66</b>					
									<b>11</b>					
									<b>77</b>					
<b>SITE 3 – Adult/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>M - Other</b>	<b>F - Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	30	30		29	14	2	0	0	105		0.45	2	3	77.1
12:45-1:00	17	21		22	22	0	0	0	82		0.45	2	2	73.8
1:45-2:00	14	27		24	25	1	1	0	92		0.45	2	2	83.4
<b>TOTALS by Category</b>	<b>61</b>	<b>78</b>		<b>75</b>	<b>61</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>279</b>					
<b>SITE 3 – Child/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>Strollers</b>	<b>Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	7	9		6	6	0	0	10	44		0.45	2	2	44.4
12:45-1:00	6	5		6	7	3	0	7	38		0.45	2	2	38.4
1:45-2:00	1	10		4	4	0	0	12	32		0.45	2	2	32.7
<b>TOTALS by Category</b>	<b>14</b>	<b>24</b>		<b>16</b>	<b>17</b>	<b>3</b>	<b>0</b>	<b>29</b>	<b>114</b>					
									<b>279</b>					
									<b>114</b>					
									<b>393</b>					
<b>SITE 4 – Adult/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>M - Other</b>	<b>F - Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	17	27		22	14	0	0	1	81		0.45	2	2	73.2
12:45-1:00	15	20		18	13	0	0	0	67		0.45	2	2	60.6
1:45-2:00	8	16		30	17	1	1	0	76		0.45	2	2	69.9
<b>TOTALS by Category</b>	<b>40</b>	<b>63</b>		<b>70</b>	<b>44</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>224</b>					
<b>SITE 4 – Child/Activity</b>	<b>M - Walk</b>	<b>F - Walk</b>	<b>M - Cycle</b>	<b>F - Cycle</b>	<b>M - Skate</b>	<b>F - Skate</b>	<b>Strollers</b>	<b>Other</b>	<b>TOTALS by Time</b>					
11:45-12:00	8	4		11	8	0	0	4	38		0.45	2	2	36.3
12:45-1:00	3	2		1	1	3	0	5	16		0.45	2	2	17.1
1:45-2:00	2	8		7	6	0	0	3	28		0.45	3	2	22.8
<b>TOTALS by Category</b>	<b>13</b>	<b>14</b>		<b>19</b>	<b>15</b>	<b>3</b>	<b>0</b>	<b>12</b>	<b>82</b>					
									<b>224</b>					
									<b>82</b>					
									<b>306</b>					<b>1159.5</b>
														<b>1958</b>

**Figure 17:** Open Streets Participant Count Excel spreadsheet. Adapted from Dr. J. Aaron Hipp, Brown School of Social Work. Actual quantitative data collected during Open Streets on July 20, 2014 in Fort Collins.

Questions answered between 11:30-11:45am	Describe the area where your station is located. What types of activity hubs are nearby, is there shade, etc.? (Question 1)	What are people doing? Are there a lot of people at activity hubs, are people sitting, are people continuously moving, are they using the street for ways other than to travel between stations (throwing Frisbees, dancing, etc.)? (Question 2)	Are participants engaging in safe behaviors, whether they are using equipment or if they encounter someone else using equipment, (such as wearing helmets and yielding to pedestrians when on bikes or skates)? Are people not being safe? (Question 3)	Are there other volunteers around you, and are they interacting with participants? What else do you notice about other volunteer's behaviors? (Question 4)	Are participants socially interacting with one another? What does the interaction look like? (Question 5)	Describe the weather conditions. Is it hot, cloudy, what's the temperature, etc.? (Question 6)	Additional notes? (Question 7)
<b>Volunteer 1- location 4</b>	Bike obstacle course, lots of shade on east side.	People mainly passing through on bikes, cyclists are going through the obstacle course.	People are being safe.	Yes but no one is interacting with them.	Yes, just chatting and milling about.	Hot, clear skies.	
<b>Volunteer 2- location 4</b>	Moderate shade, mostly on the east side of the street, info booth, united way, state farm (more info than activity).	People mostly passing through, homeowner spraying kid with water from hose.	Seems safe, not enough traffic for conflicts.	Cops are doing great holding traffic at Pitkin, Volunteers mostly interacting with each other unless approached by the public.	People seem to be staying with who they know, both planned and chance meet ups.	Hot, light breeze.	Overheard conversation indicated unsure exactly what the event was, quote from ~7 year olds, "Oh my gosh, we're actually on our own!" Referring to parents being quite a ways behind. They sounded happy about it.
<b>Volunteer 3- location 3</b>	Good amount of shade, EMT station, physical therapy, marimba, bike store, water station, info booth.	Biking, engaging with booths, taking pictures. Mostly moving for the sake of getting somewhere, fair number of dogs and strollers.	Generally safe. Aware of the intersection with cop directing traffic. Lots of helmets, especially on kids, generally staying to the right side following flow of traffic.	Several other volunteers. Mostly engaged with people, especially at info booth.	Yes, mostly within groups though taking pictures.	Hot! Seems to detract from fast movement, lots of comments overheard about the heat.	People living nearby, some are sitting out in yard. One person selling pottery, the interactive booths are well placed-encourage movements through the block
<b>Volunteer 4- location 3</b>	Musical game station, info tent, emergency med tent, water station, physical	Several kids and adults at the musical instrument station, most people are moving through, groups of people sitting under shade	Yes, people are being safe; careful to avoid pedestrians.	Yes, several volunteers-some are giving directions, interacting with participants.	Interaction mostly at games, musical instrument, @ tents, info booth, @ water station.	Hot, clear skies.	

	therapy, several spots for shade	hanging out, chalk drawing on street, recycled cycles and face painting tent that have several people.					
<b>Volunteer 5-location 1</b>	Drinking fountains/Poudre Public Library.	~29 people walking/riding/(illegible).	Yes.	No.	(illegible)/friendly.	Very warm/clear.	None.
<b>Volunteer 8-location 1</b>	Laurel St. by Centennial HS by shade tree.	East of Poudre Library booth, moving-riding bikes, walking, strollers, wheelchairs.	Yes, safe behaviors, but not all cyclists are wearing helmets. Most are.	Chris-other observer.	Interacting at Library booth otherwise to themselves.	Warm, 91 degrees, comfortable, a bit of cloud cover.	Very few people now.
<b>Volunteer 6-location 2</b>	Not much shade, massage booth-only thing on the block.	People on the street are walking, biking, visiting w/ survey taker, pushing stroller, very little activity at activity hub.	Low-level activity. People are being safe.	Survey volunteer-politely asking if people are willing to take survey.	Participants are in small family-friendly groups enjoying walking, biking while visiting.	88 degrees F, sunny, slight breeze.	Corner Church service taking place.
<b>Volunteer 7-location 2</b>	Can hear the train, residential street, church, massage booth, some shade south side of street, sunflower patch on corner, two guys in blue shirts sitting on the side of the road.	Not much happening, mostly people passing through or hanging in the shade, dogs barking at people and squirrels.	Bicycling on sidewalk, bicycling w/no helmet, taking surveys, asking, taking photos.	Yes, Greg is observing, same one doing surveys.	In their own groups.	Hot, sunny, slight breeze.	People still travel on right hand side of street. Too large of space between activities on this end of the street.
<b>Questions answered between 12:30-12:45pm</b>	<b>Question 1</b>	<b>Question 2</b>	<b>Question 3</b>	<b>Question 4</b>	<b>Question 5</b>	<b>Question 6</b>	<b>Question 7</b>
<b>Volunteer 1-location 4</b>	Just south of the bike course, lots of bike racks, only one big shade tree, few tents.	Booths are sparsely attended, most people are passing through, some people are sitting beneath the big shade tree on the east side of Whedbee, many people have been walking their dogs, parents have been helping the kids how to bike, rollerblade, etc.	people are being safe, cyclists have been ringing their bells or letting pedestrians know they are approaching, one kid ran into a bike rack on his bike.	There is one running the bike course that is directing traffic and chatting with people, there is another volunteer to the south collecting surveys.	people have been passing by in groups and chatting with the other people in their groups.	Hot, sunny, few clouds.	All of the bike racks are empty, few people have been walking alone, those who have stopped in the area have some so to sit down in the shade, some people have been stopping to get massages at the massage booth, the other getting lots of attention has been the yoga booth, some people seem to be travelling through to get to the Greek food booth.

<b>Volunteer 2- location 4</b>	Some shade, lots of "wellness" stations, music audible.	Some people passing through, quite a few engaged at stations, state farm bike course utilized in passing, not many people doing their "full 2 laps".	Some congestion at State Farm bike course, kid ran into one of the free standing bike racks (no one hurt, just embarrassed), 1 person talking on cell while slowly riding.	One other non-counter volunteer seen, he was walking solo.	2 German speakers, mellow conversation within small groups, no one is moving very fast.	Hot, 30% cloud cover, intermittent breeze.	State farm bike course attracts people on bikes as they pass over it, but the State Farm rep is also directing non course followers to "stay to the far right"-congests the area and seems not right to put restrictions on "open" street. "This the awesome day ever,"- ~4 year old riding with parent, "we're looking for the shade,"- adult couple, activity seems to come in waves, multiple groups passing and then some dead time, 1 person seemed walking for fitness, but otherwise everyone is meandering.
<b>Volunteer 3- location 3</b>	Still pretty shady, marimba is gone now.	Lots of bunching in the area by the vendors and in the shade, more circular movement now.	Generally yes. In crowded areas, some bikers/pedestrians not paying attention to each other.	Most are focused on what they're doing.	still mainly within groups. Saw an altercation between 2 dogs.	Still hot and sunny.	Lots of excitement about balloons, overheard questions about food. Lots of families with young kids. Kids seemed excited about being free to bike around on their own. Water station is getting a lot of use. Something to help with the dog water situation would be good-lots of people are trying to direct water down for their dog.
<b>Volunteer 4- location 3</b>	Same.	groups @ activity hubs (especially between Garfield and Edwards), people taking breaks under shade, people are moving through.	People are being safe and aware even when people are moving in all different directions. Adults are aware and careful around children.	Volunteers interacting with those in tents, also with participants. Volunteer in info tent. A couple of volunteers are watching/surveying/wandering around.	People are interacting under the shade, watching or interacting with people playing games, chalk drawing, etc. People's dogs/pets interacting.	Hotter than earlier period.	Block of Whedbee between Elizabeth and Garfield: generally less people than earlier @ info tent. Seems to be more people in general between Garfield and Edwards (near games, tents, food) compared to earlier time period. Although things stayed safe, if there were more people, the event might want to consider installing rules of traffic or restricting directions people can go.
<b>Volunteer 5- location 1</b>	#1	Few people in view.	Yes. All is safe.	Bike patrol, walking.	Little interaction/few people.	Hot/clear.	

<b>Volunteer 8-location 1</b>	Laurel south of Centennial HS-library booth to the west.	Walking/riding by in groups w/ 2-3 or in family groups.	Yes-I would say about ½ of cyclists are not wearing helmets but people are being safe.	Other observer Chris-once in a while another volunteer walks by and we say "hi."	Only within their groups, they are interacting at the Library booth.	Still 91 degrees-warm but in the shade.	Water at water station is warm!!
<b>Volunteer 6-location 2</b>	Not much shade, massage booth is only activity on the block, not much activity at it.	People are walking and bike through the street mainly-not much stopping for anything.	People appear to be acting safely.	Other volunteers are the survey taker and other observer, plus volunteers on bikes.	Participants are mainly in small groups moving through the area, visiting while walking or biking.	91 degrees F, sunny, calm.	Church service on corner has ended-folks visiting outside church.
<b>Volunteer 7-location 2</b>	Live music from church, the house across the streets is still blue.	People are walking in sandals, too few people, a lot of volunteers going by.	Bike racks still has just one bike in it. It is still very warm.	The sign at the church and the easel the sign is on keep falling over.	Skateboards no helmets or shirts.	Asked if it was hot but they asked where the water station is.	
<b>Questions Answered between 1:30-1:45pm</b>	<b>Question 1</b>	<b>Question 2</b>	<b>Question 3</b>	<b>Question 4</b>	<b>Question 5</b>	<b>Question 6</b>	<b>Question 7</b>
<b>Volunteer 1-location 4</b>	There is a bubble station, Greek food tent and bowling stand. A little shade on the east side of the street.	A lot of people are reaching the end of the route and turning around to head back towards the activities, people are stopping in groups to sit in the shade, some of the workers at the tents are starting to explore the rest of the street.	People are being pretty safe and taking their time going through the area, this has been true all day but few cyclists are wearing helmets.	The volunteer at the bubble station is getting people to blow bubbles by blowing bubbles at them.	People are interacting with volunteers and those in their group.	Hot, sunny, clear skies.	The people seeking shade tend to be families with small children, some bike traffic appears to be through traffic to get south of Prospect, lots of families are stopping at the bubble booth to let their children play while the adults sit in the shade, Surveyors have started to enter the area, people are playing catch with a football in the street, one of the houses has set up a small kiddie pool in their front yard for their kids, some families milling around live close by and head back into their houses after spending a few minutes taking in the Open Streets experience, There's a bowl of water for the dogs, but instead of drinking from the bowl, the dog just splashes water everywhere, hilarity ensues.
<b>Volunteer 2-location 4</b>	Across from falafel stand, less shade than rest	People are sitting and eating, passing by, chatting with vendors, blowing	Some with all the safety gear imaginable	Bubble station volunteer very engaged.	More vendor-participant interactions than	Hot, ~25% cloud cover.	2 runners passing through, everyone (99.9%) is white, most look fairly middle

	of section, bowling is in full sun, active music.	bubbles, house on NW corner having a yard party.	(helmets, reflective vests, kneepads), some with none.		participant-participant interactions (outside of original groups).		class/suburban, but there is a wide array of ages, shapes, and sizes, lots of different kinds of bikes-road, commuter/city/cruiser, recumbent, folding/travel, fixed gear, mountain, some dogs, all on leash but few in numbers.
<b>Volunteer 3- location 3</b>	Same as previous.	People are congregating to sit in the shade; ambulance is a big draw, sidewalk chalk being used.	Yes. Most people are paying attention at this point.	Same as previous.	More external social interaction now.	Still hot, more clouds now though, more breeze.	Balloon station was popular the whole time. Whole mood of the event seemed to change when the marimba music stopped. People seemed to lose energy. People commented that they didn't realize how much ground was involved but they would like all FoCo streets closed! Also people were surprised how much was going on, they just thought the streets would be closed. Wonder what would change if this were on a Saturday rather than a Sunday. Maybe more people out and about? Also Max doesn't run on Sunday and public transportation might be a factor in attendance. More music might help energize people!
<b>Volunteer 4- location 3</b>	Same.	Lots of people sitting/taking a break in the shade and under tents. Many People are standing or sitting, too. Using restrooms. Still people cycling or walking through.	Yes people are being safe.	Volunteers in tents and walking around, talking with participants.	Interacting under tents and in groups of people talking/catching up. A couple people comparing bicycles/talking about accessories.	Hot.	Less people in general than 13:30-12:45. I recommend holding the event on a different day (such as Saturday)-this makes it possible to use the bus/MAX system. It also may draw more people who are already out and about. I overheard several people asking about the event itself-when did it start, how did other hear about it, how many times a year is it held, etc.
<b>Volunteer 8- location 1</b>	Laurel, south of Centennial HS.	Not much activity (illegible), no dancing (no	Most children wear bike helmets and ½	See volunteers walking and riding by.	People seem to interact only at the	Hotter 93 degrees	Would be nice to have some background music.

	Very quiet.	music here!!).	adults/teens do not.		booths or in their group.	now/few clouds.	
<b>Volunteer 5-location 1</b>	#1, numerous teams @ library park.	Few people.	Yes-safe.	1-2 volunteers.	Little.	Hot!	
<b>Volunteer 6-location 2</b>	Massage booth is only activity booth on block, not much shade	People are walking and biking through.	Safe behaviors.	Other volunteers are biking through.	Yes-visiting in small groups as they go by.	93 degrees F, sunny, slight breeze.	Church is out.
<b>Volunteer 7-location 2</b>	Things are very similar, wind had picked up slightly.	Still no carnival, more traffic moving faster, got to see hoe the gate on south side of street works. Looks of wonderment from home owners walking home.		Traffic is much higher (illegible) general observation period.	Them rest.		

**Figure 18:** Actual qualitative responses from volunteers to General Observation forms, shown in Figure 9. All responses are transcribed verbatim.