DOWNTOWN MANAGEMENT COMMISSION
March 2, 2015
5:30 p.m. - Regular Meeting
Council Chambers- 1777 Broadway
AGENDA

1. Roll Call
2. Approval February 2, 2015 Meeting Minutes
3. Public Participation
4. Police Update
    - Mall Security Guards Discussion
5. Parks Update
6. BID Update
7. Presentation of Downtown Employee Transportation Survey Results – Erin Caldwell, NRC
8. Matters from Commissioners
    - Thanks to John Koval
9. Matters from Staff
    - Trinity Lutheran CAGID MOU Update
    - Update on the Smoking Ban - Landrith
    - West Pearl Construction Update – Matthews
    - Update on CAGID Information Sheet/Info Graphic
    - CAP Joint Board Meeting
    - DMC Applicants – Interviews 3/5
    - Schedule Commission Social Hour

Attachments
- Meeting Minutes – February 2, 2015
- Sales and Use Tax Revenue Report – December 2014
- Police Stats
- Downtown Boulder Open/Close List
- Downtown Employee Transportation Survey
- Background Information for CAGID Info Sheet

Upcoming Meetings/Topics
Civic Area Plan Joint Board Meeting March 11th
DMC Retreat
AMPS Study Session: May 26th
Joint District Board Meeting?

Commissioner Terms

Crabtree:	2012-2017	Citizen at Large
Koval:	2010-2015	Property Rep
Millstone	2013-2018	Property Rep
Deans	2014-2019	Property Rep
Shapins	2013-2016	Citizen at Large

DMC 2015 Priorities:
- AMPS and Downtown Parking
- Civic Area Plan
- Homelessness
- Civic Use Pad
- Council Use of DMC's Advisory Feedback
- RTD Utilization Stats – Obtain and Analyze

CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES FORM

NAME OF BOARD/COMMISSION: **DOWNTOWN MANAGEMENT COMMISSION**

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: **Ruth Weiss – 303-413-7318**
NAMES OF MEMBERS, STAFF, AND INVITED GUESTS PRESENT:
BOARD MEMBERS: **KOVAL, CRABTREE, SHAPINS, DEANS, MILLSTONE**
STAFF: **WINTER, MATTHEWS, WEISS, HERRING, JOBERT, MARTIN, McELDOWNEY, LANDRITH**
GUESTS: **DAVE ADAMS, MAUREEN CAMERON, DICK BLUMENHEIN**

TYPE OF MEETING: **Regular** **February 2, 2015**

AGENDA ITEM 1 – Roll Call: Meeting called to order at 5:35 p.m.

AGENDA ITEM 2 – Approval of the January 5, 2014 (See Action Item Below):

AGENDA ITEM 3 – Public Participation: Dick Blumenhein, property owner, attended this meeting and offered comments in Item 6.

AGENDA ITEM 4 – Police Update: McEldowney said that in the month of January there were 5 arrests downtown; comparisons of areas of concern such as assaults, disturbance, and thefts, compared to last year were down. Some problem areas are 11th and Pearl with drug dealing; increase in Travelers is earlier than usual; there has been an increase in tagging on building and rooftops; Bridge House and Broadway/Spruce parking lot have increased drug use and hanging around; and, there is an increase of complaints at the library and the band shell. Patrol has been increased to address issues.

AGENDA ITEM 5– Parks Update: Martin said Steve Tebo's loaned bronze buffalo sculpture is to be placed at 11th and Pearl on a raised planter on the east side of 11th Street. Shapins asked why a buffalo is going there. Martin replied that Richard Foy, an original mall designer, envisioned natural animals on the mall; the art piece is on temporary loan and permitted for one year on the mall. Tebo is paying for all installation expenses. Should Tebo wish to permanently donate it to the city, other conversations will take place. Martin continued that the 1400 block irrigation begins; 9 trees to be removed on Friday and this fall, 14 trees will be planted. The second reading of the Smoking Ban goes to council tomorrow night; Martin gave a description of where the ban would occur and the two ordinances under consideration by council. Deans asked if one of the ordinances will be approved tomorrow and Martin replied affirmatively.

AGENDA ITEM 6 – BID Update: Adams said there will be marketing support of 30 businesses for the Mid Winter Sale; contract negotiations with the Daily Camera are being finalized for advertising; and, new Wi-Fi receptors on the mall will be rolling out shortly. Events: Annual Luncheon next Thursday, Side Walk Sale, Social Media Breakfast on March 19th, Boulder Arts Week is March 27 to April 4; Taste of Pearl on April 19th, Tulip Fairy and Elf Festival is April 26th, and Employee Appreciation Day is June 3rd. The list of events can be found at boulderdowntown.com. Adams mentioned Maher's opinion piece in today's Daily Camera. Newton Running is taking over the former GoLite site on the mall. Operations' meeting was today with a discussion of issues at 15th and Pearl regarding skateboarders and musicians. There will be additional enforcement at this site. Adams mentioned that small signs are not noticed by people and ignored by skateboarders. Dick Blumenhein, property owner, mentioned that the skateboarders do not belong on the mall and at 11th and Pearl there is an accumulation of people who sit on the sidewalk and there should be a time period when they are allowed to play music or time limitations to be there. Adams mentioned that there is nothing in the ordinance to dissuade them. Koval recalled that council opted not to re-visit the (loitering, congregating or panhandling?) ordinance due to the ACLU and it is politically unpalatable. He said the Council rejected the business community's concern and it would need to be brought back up. Winter said there is no ordinance on the mall about congregating and there may be a distance requirement around the pay stations for soliciting. Koval asked about what can be done with signage. Winter said that people say there is either too much or not enough signage, currently using international symbols on each end of the mall and at every intersection. Winter said it would nice if people could pay attention but there is a balance of public information and signage clutter. Adams said he tells people all the time and it a matter of looking. Shapins observed that a lot of people are enjoying the space, accept the diversity of people and activities; hasn't noticed negative issues; and, agreed with Winter that it shouldn't be a priority. Adams discussed the dedicated officers and the scope has doubled in area. Deans mentioned that it is not productive to talk about this without police to respond. Koval suggested that DBI consider more officer time. Adams said there will be a change in private security, that the officers will will be police officers, not security guards.

AGENDA ITEM 7 – Studio Terra Presentation – Mall Amenities Update – Landrith said the mall amenities are 35+ years old and introduced Maureen Cameron from Studio Terra, the city's design consultant. Cameron said news racks, bollards and planters will be replaced, new racks will be reduced in number, planters will be smaller in size, and the bollards originally were to be replaced. However, Cameron continued that to remove a bollard is a substantial effort and instead they will manufacture a cast iron sleeve to put over the bollards that will be all black and easier to maintain. Winter mentioned that some bollards have already been replaced and it's time to make them look tidier and consistent. Quantities are being discussed currently. The new planters' style is timeless and modern, will work well with site amenities currently on the mall and will provide enough for plantings. Winter requested to see the colors. Cameron provided samples of colors to the commission. Crabtree asked which colors go where and Cameron replied that it is being worked on currently. Shapins likes the planter being lighter and thinner, reinforces contemporary design and voiced it will be an amazing enhancement. Some newspaper boxes will be eliminated.

AGENDA ITEM 8 - Matters from the Commissioners: Deans and Millstone volunteered to participate with the Civic Area at the January meeting. AMPS Joint Board Workshop feedback- Koval said there was too much time spent on the icebreaker. Shapins' table had a good discussion and would have had dealt with more holistic response to issues, not clear how all the policies would be applied and appreciated the opportunity. Crabtree thought it was an interesting conversation and felt it was a little over the top. Winter said that there have been issues with listening to other points of view and the point is well taken to have tradeoffs on the scenarios.

AGENDA ITEM 9 – Matters from the Staff: Winter said that the Trinity MOU is going to council tomorrow night and there were questions from council about the projections, how it relates to AMPS and it's about all modes and parking as well as shared partnership parking. Looking for council support to move forward and it's about shared partnership parking.
Civic Area Plan meeting is on Friday. Winter said that she and Herring are working on a one page summary of parking information about downtown. Herring provided a downtown centric event schedule to the commission. Winter mentioned that Koval's term is up and there is a February 12th deadline for commission recruitment. Koval advocated that the new member should be a property owner that deals with building maintenance, active and getting someone that deals with tenants should be strongly advocated. Representative of a property owner was discussed in length. Winter suggested that Koval voice his concerns on recruitment to council.
Winter mentioned the entire board is invited to the March 11th Civic Area Joint Board Workshop. A DMC retreat will be planned for April or May.
West Pearl Streetscape Project – Matthews said work will begin when all products are in. Digging continues and cranes are in. Winter said the monuments will be very nice, naval bronze and in-scripted, there will be handmade glass.

Meeting adjourned at 6:52 pm.

ACTION ITEMS:

MOTION: **Millstone motioned to approve the January 5, 2015 meeting minutes with corrections. Crabtree seconded the motion. The motion was approved 5-0.**

March 2, 2015	**Council Chambers**	**Regular Meeting**

APPROVED BY: DOWNTOWN MANAGEMENT COMMISSION

Attest:
Ruth Weiss, Secretary

Sue Deans, Chair

City of Boulder
Sales & Use Tax Revenue Report
December, 2014

Issued February 24, 2015

This report provides information and analysis related to December 2014 year-to-date sales and use tax collections. Results are for actual sales activity through the month of December, the tax on which is received by the city in the subsequent month. For clarification of any information in this report, please contact Cheryl Pattelli, Director of Finance, at (303) 441-3246 or pattellic@bouldercolorado.gov.

PLEASE NOTE: Pursuant to a vote in November of 2013, the sales and use tax rate changed on January 1, 2014 from 3.41% to 3.56%. Therefore, actual dollars collected in the report may show as being higher in 2014 solely because of the tax rate increase. However, the actual percentages changes included in this report have been normalized to be able to compare the actual increase or decrease for this year compared to the same period in 2013 as if the rates were the same. This normalized percentage better reflects the underlying economic activity in the city and enables city staff to readily determine if revenue targets are being met.

REVENUE COMPARISONS TO COMPARABLE PERIOD IN PRIOR YEAR

As reflected in Table 1, YTD “normalized” Sales and Use Tax has increased from the comparable 2013 base by 6.24%.

TABLE 1

ACTUAL SALES AND USE TAX REVENUE

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	5.76%	78.47%
Business/Consumer Use Tax	25.38%	10.56%
Construction Use Tax	(9.11%)	8.18%
Motor Vehicle Use Tax	11.14%	2.79%
Total Sales & Use Tax	**6.24%**	**100.00%**

Retail sales tax from recreational marijuana is a new revenue source in 2014. Therefore, adjusted numbers are provided in Table 2 to better illustrate underlying retail sales and related tax, excluding revenue from recreational marijuana. Further, due to a number of uncertainties in costs related to the sale of this new commodity, a portion of this revenue is being dedicated to pay for costs associated with this new business segment, and is not available for other purposes in 2014.

TABLE 2

SALES AND USE TAX REVENUE ADJUSTED TO EXCLUDE RECREATIONAL MARIJUANA

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	4.03%	78.02%
Business/Consumer Use Tax	24.98%	10.77%
Construction Use Tax	(9.11%)	8.36%
Motor Vehicle Use Tax	11.14%	2.85%
Total Sales & Use Tax	**4.85%**	**100.00%**

MACRO ISSUES TO CONSIDER

Contrary to recent trends, Retail Sales Tax was negative for the month of December. Certain categories, while relatively strong from a historical perspective, are less strong when calculating the percent change versus the prior year because they have a higher comparative base.

Although total Sales and Use Tax revenue is up in total by 6.24%, some of this revenue is for newly taxable retail commodities and may not show similar rates of increase in the future. Excluding revenues from sales of both medical and recreational marijuana for both 2014 and 2013 reflects that our traditional retail sales tax revenue source from brick and mortar stores in the city is up by a more modest 4.85%.

Other tax components (Business Use Tax and Motor Vehicle Use Tax) have been trending upward and may continue to be strong for the short term as we recover from the recession, but they will ultimately settle back down to lower rates of increase or even decrease somewhat from current levels. Motor Vehicle Use Tax may have already reached that inflection point as both November and December results have been negative (down 17.88% and 12.16% respectively when compared to the very strong sales in the comparative months of 2013).

The next question, when considering committing revenue to on-going expenditures might be, what do the 2014 trends portend for the future? Although difficult to quantify, other trends impacting spending on taxable goods in the city follow:

- Unemployment continues to decline, increasing earned income and consumer confidence.
- Housing prices continue to increase. The U.S. stock market is also up significantly. These factors contribute to what is often called "the wealth effect" where people with increased assets feel more comfortable spending money on both taxable and non-taxable items and services.
- Recent declines in the cost of gasoline should increase disposable income, at least until next summer or fall when gasoline prices are expected to rise again.
- Housing prices for new purchasers (with associated higher mortgage payments) and rents continue to increase, possibly decreasing disposal income available for the type of retail purchases that we rely on as our retail sales tax revenue base.
- Paying off large student loans may reduce disposable income for a relatively large segment of our population.
- Increasing internet sales (those upon which retail sales tax is not collected by the vendor) will continue to divert some of the disposable income that was previously a part of the retail sales tax base for the City of Boulder. For 2014 this amount is estimated to be four million dollars in lost tax collections.
- Business spending on new capital equipment tends to occur in cycles and the end of the recession may have triggered a high point in this cycle.
- Auto purchases were relatively slow during the recession with the average age of the vehicle fleet in the country approaching eleven years. When new purchases decrease the age of the fleet, replacements may slow.

DETAILED ANALYSIS OF MAJOR CATEGORIES

The following monthly information is provided to identify trends in the various categories. While this information is useful, it is important to remember that relatively small aberrations (like the timing of remittances by certain vendors) can make relatively large monthly variances.

Retail Sales Tax – December YTD retail sales tax revenue was up by 5.76% from that received in 2013. Without the tax revenue from the sale of recreational marijuana (which was not in the comparative 2013 base) the YTD increase would have been 5.03%. Also, beginning in April, the sale of recreational marijuana has improved the variance as there is no comparative revenue in the prior year. The negative percentage change in June is due primarily to revenue from a very large business computer provider in

2013 that was not duplicated in 2014. The negative percent change in December is due partially due to timing in certain Food Tax revenue but primarily due to flat to negative sales in many other categories.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2.83%	5.87%	2.92%	11.09%	8.05%	(0.19%)	9.16%	8.87%	9.64%	8.30%	13.50%	(3.82%)

Food Stores - Retail sales tax revenue for food stores is 4.67% YTD. A portion of the variable performance in this category is due to timing issues where the vendor files 13 tax returns per year and the extra return does not occur in the same month each year.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
3.70%	(11.10%)	8.47%	12.32%	13.68%	0.83%	8.76%	10.08%	15.65%	5.44%	28.40%	(21.83%)

Sales at **Eating Places** are both an important revenue source (Eating Places comprise approximately 13.00% of sales/use tax) and are often an indicator of the health of the economy in the city. This discretionary category is often correlated with disposable income and consumer confidence. Total December YTD retail tax at Eating Places is up by 5.13%.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.47%	7.57%	(1.30%)	6.34%	10.01%	0.13%	4.71%	4.52%	16.72%	4.44%	2.57%	4.64%

Apparel Store retail sales are up by 8.09% YTD. A portion of the monthly fluctuations is due to the timing of receipt of certain remittances.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
(1.35%)	13.85%	15.64%	(18.70%)	(0.60%)	9.12%	8.99%	36.31%	4.42%	(1.14%)	17.33%	8.09%

General Retail is down by 2.97% YTD. This downward trend appears to be consistent with retail trends on the national level, timing also impacts the results in October because certain remittances did not make the cut-off for the prior month.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
(16.62%)	6.07%	3.91%	4.62%	(2.89%)	(4.09%)	3.83%	(7.83%)	(6.28%)	16.30%	(14.18%)	(15.17%)

Public Utilities (primarily retail sales tax on natural gas and electricity) are up by 1.54% YTD. Tax on Public Utilities comprises approximately 5.00% of total sales and use tax revenue. Even as natural gas prices and rates increase, the direction for this category may be uncertain if conservation strategies are successful and businesses significantly cut their energy use. According to a 2006 study by the City of Boulder, commercial and industrial sector energy use makes up 83% of Boulder's energy use.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5.63%	9.85%	9.89%	(0.98%)	(0.31%)	9.27%	4.59%	0.13%	5.82%	(0.77%)	2.71%	6.11%

TOTAL MARIJUANA REVENUE

The combined sales of medical and recreational marijuana have become an increasing percentage of sales and use tax for the City of Boulder. For 2014 medical and recreational marijuana revenue represents 2.21% of the total Sales/Use Tax collected.

The sale of <u>medical</u> marijuana generates:

- 3.56% base sales tax on product sales paid by the purchaser.
- 3.56% base use tax on cost of any construction materials and the purchase of furniture, fixtures, or equipment paid by the business.

The sale of <u>recreational</u> marijuana generates:

- 3.56% base sales tax on product sales paid by the purchaser.

- 3.56% base use tax on the cost of any construction materials and the purchase of furniture, fixtures, or equipment paid by the business.
- An additional 3.50% in sales tax on product sales paid by the purchaser
- An additional 3.50% in use tax on the cost of any construction materials and the purchase of furniture, fixtures, or equipment paid by the business.
- A 5.00% excise tax paid by the grow facility when shipping product to dispensaries and/or marijuana infused product facilities.
- A "share-back" of certain State of Colorado revenue. The State collects a 10.00% tax on recreational marijuana sales and "shares back" 15.00% of that 10.00% to each city where such revenue is generated.

A summary of all year-to-date 2014 marijuana related revenue follows:

Total December YTD Marijuana Related Revenue			
Medical marijuana:			
3.56% Base Sales/Use Tax	$1,223,712		
Sub-total Medical marijuana revenue		1,223,712	
Recreational marijuana			
3.56% Base Sales/Use Tax	691,292		
3.50% Additional Sales/Use Tax	618,602		
5.00% Excise Tax	430,243		
State Share-back	294,944		
Sub-total Recreational Marijuana revenue		2,035,081	
TOTAL MARIJUANA RELATED REVENUE			$3,258,793

While the City's base 3.56% sales/use tax is distributed to City funds based upon various past voter decisions, certain other revenue has been dedicated to cover incremental costs related to the sale and use of marijuana in the City of Boulder. Year-to-date collections for these dedicated revenue sources follow:

Total December YTD "Incremental" Recreational Marijuana Related Revenue		
3.50% Additional Sales/Use Tax	$618,602	
5.00% Excise Tax	430,243	
State "Share-back"	294,944	
TOTAL "INCREMENTAL" RECREATIONAL MARIJUANA REVENUE		$1,343,789

Medical Marijuana Retail Sales Tax

Total YTD retail sales tax revenue collected in this category is $1,198,318 up by 22.32% from the same period in 2013. Monthly sales tax revenue and the percentage change by month, is presented below. This industry segment represents approximately one percent of total sales/use tax collections.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
$86,993	$110,174	$75,274	$63,256	$79,663	$85,190	$91,897	$144,791	$112,625	$123,069	$104,876	$120,510
25.13%	50.58%	(11.38%)	(17.65%)	9.92%	10.70%	17.22%	60.98%	32.64%	26.93%	24.16%	32.37%

Recreational Marijuana Retail Sales Tax

The first remittances related to sales of recreational marijuana were received in the month of February. The Municipal Code prohibits providing any information that would identify sales by individual vendors. Beginning with April data, enough vendors reported to obscure individual data. Therefore, we began reporting year-to-date revenue related to the sale of recreational marijuana. December YTD retail sales tax collections for the sale of recreational marijuana were $1,296,921.

Significant YTD increases / decreases by sales/use tax category are summarized in Table 3.

TABLE 3

2014 YTD RETAIL SALES TAX (% Change in Comparable YTD Collections)	
STRENGTHS: ▪ Food stores up by 4.67% ▪ Eating Places up by 5.13% ▪ Apparel Stores up by 8.09% ▪ Home Furnishings up by 8.86% ▪ Transportation/Utilities up by 5.35% ▪ Automotive Trade up by 6.53% ▪ Building Material Retail up by 2.04% ▪ Consumer Electronics up by 18.45% ▪ All Other (including marijuana sales) up by 36.14% ▪ Downtown up by 11.22% ▪ University of Colorado up by 1.17% ▪ Basemar up by 2.36% ▪ UHGID up by 10.10% ▪ N. 28th St. Commercial up by 6.83% ▪ BVRC (excl 29th St) up by 12.72% ▪ Table Mesa up by 4.34% ▪ The Meadows up by 8.36% ▪ All Other Boulder up by 8.29% ▪ Metro Denver up by 14.13% ▪ Gunbarrel Commercial up by 0.04 % ▪ Pearl Street Mall up by 11.48% ▪ Boulder Industrial up by 11.67% ▪ Public Utilities up by 1.54%	WEAKNESSES: ▪ General Retail down by 2.97% ▪ Computer Related Business down by 26.52% (Use Tax in this category up by 12.04%) ▪ Twenty-Ninth St down by 0.01% ▪ Boulder County down by 7.52% ▪ Out of State down by 3.67% ▪ Gunbarrel Industrial down by 17.58%

2014 USE TAX (% Change in YTD Comparable Collections)	
STRENGTHS: ▪ Business Use Tax up by 25.38% ▪ Motor Vehicle Use Tax up by 11.14%	WEAKNESSES ▪ Construction Use Tax down by 9.11% (when adjusted to exclude dedicated Boulder Junction tax, down by 8.29%)

BUSINESS USE TAX

YTD Business Use Tax is up significantly (25.38%) through the month of December. This tax category can be very volatile as it is associated primarily with the amount and timing of purchase of capital assets by businesses in the city and the amount and timing of audit revenue. 2014 YTD audit revenue was over $2 million. While we expect this revenue category to be up for the year due to increasing business confidence and related spending, it may be unrealistic to expect this high rate of increase to continue.

MOTOR VEHICLE USE TAX

December YTD Motor Vehicle Use Tax is up by 11.14%. This tax category applies to the purchase of vehicles registered in the city. As individuals and businesses become more confident about jobs and the economy, they have replaced their vehicles and thus reduced the average age of their fleet. 2014 has been a strong year for motor vehicle sales, but at some point the rate of increase will slow as the average age of the total vehicle fleet in the city declines and the comparative numbers from the prior year become more difficult to meet or exceed. Motor Vehicle Use Tax may have already reached that inflection point as both November and December results have been negative (down 17.88% and 12.16% respectively when compared to the very strong sales in the comparative months of 2013).

ACCOMMODATION TAX

YTD 2014 Accommodation Tax revenue is up by 20.21% from the same period in 2013. The hotel industry in Boulder is in a state of flux. The Hampton Inn in Gunbarrel opened in June of 2013 so increases from the comparative 2013 revenue base will be more difficult to achieve in November and December of 2014. It is uncertain if/when other new properties in the pipeline will open. Some upward adjustment in room and occupancy rates is possible during the transition when the total number of rooms available in the City is down slightly but many define actual collections. Some of the changes follow:

- America Best Value – closed March 2014 (to be converted to student housing)
- Golden Buff – closed October 2014 (to be redeveloped into two hotels)
- Boulder Outlook – proposed to close November 2014
- Hampton Inn, Gunbarrel – opened June 2013
- Hyatt Place Depot Square – broke ground, projected opening January, 2015
- Other Planned Properties – in concept or site review

ADMISSIONS TAX

Year-to-date 2014 Admission Tax revenue is up by 2.86% from the same period in 2013. Admissions Tax collections are dependent on the number of taxable productions and events held in the City and the level of attendance at such events.

TRASH TAX

Year-to-date 2014 Trash Tax receipts are up by 0.94%. Trash Tax remittances are due on a quarterly basis. Occasionally, smaller vendors or trash haulers will remit outside that quarterly cycle, resulting in large variances.

REVIEW OF VARIOUS ECONOMIC DATA & PREDICTIONS FOR THE FUTURE

According to economists speaking at the Boulder Economic Council's annual economic forecast event, as reported by BizWest on January 14, 2015, lagging sales tax may threaten Colorado's future budgets:

> Phyllis Resnick, lead economist at CSU's Colorado Futures Center, stated ... the rates of retail sales tax growth are starting to fall in Colorado for a variety of reasons. E-commerce has been cutting into retain sales tax collected locally for years as people shop online rather than in local stores. The United States as a whole is also becoming increasingly unmarried, with single people traditionally spending less on goods and services than married individuals. Resnick also said there's evidence mounting that as income inequality rises, the nation will see further decline in sales tax collections. When you concentrate income up high...you have fewer people buying those things that contribute to the tax base.
>
> Perhaps the greatest threat to sales tax revenues, though, is the fact that physical taxable goods are becoming a smaller share of consumption as more and more people hire for services like lawncare or other household services that don’t bring in sales tax revenue. Especially among younger segments of the population, the trend is steering toward spending on experiences and services and away from goods. And things like smartphones have already replaced the need for several other devices that individuals used to buy. The shift away from purchasing goods will also be magnified by the aging population, as those 65 and older also tend not to spend a lot of money on goods but rather on experiences like travel. We’re going to have to start to acknowledge the new way of consuming,” Resnick said. “It’s going to take a lot of work to start thinking about the ways we generate public revenues off a system of consumption that is changing quite rapidly.

While Resnick was the self-proclaimed bearer of bad news, Rickard Wobbekind, executive director of the Business Research Division at the CU Boulder's School of Business, got to deliver more encouraging news. Colorado will continue to outperform the nation in employment and population growth, with home prices continuing to appreciate. On a more local level, Boulder, he told the crowd, continues to outperform not just the nation's but Colorado's strong recovery metrics.

As Colorado is forming more households than it is producing new housing units, he said the state appears to be under building, a sign that bodes well for the construction industry going forward. On the flip side, that bodes poorly for the increase in cost of housing. In Boulder, where the median price of a single family home was nearly $700,000 in 2014, housing prices will continue to stress not only first-time homebuyers' ability to break into the market but also things like the transportation system as the number of the city's in-commuters continues to climb.

Colorado business leaders bullish on 2015 according to a report published in BizWest on January 5, 2015:

BOULDER – The confidence of Colorado business leaders has increased slightly entering the New Year according to the latest index released Monday by the University of Colorado Boulder's Leeds School of Business. The Leeds School releases the index each quarter, with expectations measuring positive at 50 or higher.

Entering the first quarter of 2015, the Leeds Business Confidence Index registered an overall mark of 60.8, up from 59.5 last quarter. Expectations were positive for all of the metrics measured, including national economy, state economy, industry profits, capital expenditures and hiring plans. The state's business leaders were most enthusiastic about the state's economy, with that metric coming in at 66.2, up from 63.9 last quarter. But optimism about the national economy also rose from 56.4 to 60. Their outlook on hiring also improved slightly, from 57.9 to 58.2.

The *Conference Board Consumer Confidence Index* rose sharply in January

The Conference Board ***Consumer Confidence Index***®, which had increased in December, rose sharply in January. The Index now stands at 102.9 (1985=100), up from 93.1 in December. The Present Situation Index rose to 112.6 from 99.9, while the Expectations Index increased to 96.4 from 88.5 in December.

Lynn Franco, Director of Economic Indicators at The Conference Board, said: "Consumer confidence rose sharply in January, and is now at its highest level since August 2007 (Index, 105.6). A more positive assessment of current business and labor market conditions contributed to the improvement in consumers' view of the present situation. Consumers also expressed a considerably higher degree of optimism regarding the short-term outlook for the economy and labor market, as well as their earnings."

Consumers' assessment of present-day conditions was considerably more favorable in January than in December. Those saying business conditions are "good" increased from 24.7 percent to 28.1 percent, while those claiming business conditions are "bad" decreased from 18.9 percent to 16.8 percent. Consumers were also much more positive in their assessment of the job market. Those stating jobs are "plentiful" increased from 17.2 percent to 20.5 percent. Those claiming jobs are "hard to get" decreased from 27.3 percent to 25.7 percent.

Consumers' optimism about the short-term outlook improved in January. The percentage of consumers expecting business conditions to improve over the next six months rose from 17.8

percent to 18.4 percent, while those expecting business conditions to worsen declined from 9.9 percent to 7.7 percent.

Consumers' outlook for the labor market was also more optimistic. Those anticipating more jobs in the months ahead increased from 14.6 percent to 16.7 percent, while those anticipating fewer jobs declined from 16.5 percent to 15.0 percent. The proportion of consumers expecting growth in their incomes improved from 16.2 percent to 20.0 percent. However, the proportion expecting a decrease increased marginally, from 10.2 percent to 11.3 percent.

Total Net Sales/Use Tax Receipts by Tax Category	DECEMBER YTD Actual			
	2013	2014	% Change	% of Total
Sales Tax	81,485,022	89,973,310	5.76%	78.47%
Business Use Tax	9,251,454	12,109,817	25.38%	10.56%
Construction Sales/Use Tax	9,879,257	9,374,372	-9.11%	8.18%
Motor Vehicle Use Tax	2,757,267	3,199,297	11.14%	2.79%
Total Sales and Use Tax	**103,373,001**	**114,656,795**	6.24%	100.00%

Total Net Sales/Use Tax Receipts by Industry Type	DECEMBER YTD Actual			
	2013	2014	%Change	% of Total
Food Stores	13,454,838	14,681,607	4.52%	12.80%
Eating Places	13,174,730	14,447,798	5.04%	12.60%
Apparel Stores	3,774,426	4,180,365	6.09%	3.65%
Home Furnishings	2,710,604	3,092,193	9.27%	2.70%
General Retail	20,776,166	22,124,094	2.00%	19.30%
Transportation/Utilities	7,714,987	8,579,033	6.51%	7.48%
Automotive Trade	6,979,769	7,868,494	7.98%	6.86%
Building Material-Retail	3,694,286	3,922,515	1.70%	3.42%
Construction Firms Sales/Use Tax	9,046,281	8,860,368	-6.18%	7.73%
Consumer Electronics	1,981,666	2,383,393	15.20%	2.08%
Computer Related Business Sector	7,082,053	7,061,420	-4.49%	6.16%
All Other	12,983,195	17,455,515	28.78%	15.22%
Total Sales and Use Tax	**103,373,001**	**114,656,795**	6.24%	100.00%

Total Net Sales/Use Tax Receipts by Geographic Area	DECEMBER YTD Actual			
	2013	2014	% Change	% of Total
North Broadway	1,412,272	1,381,928	-6.27%	1.21%
Downtown	6,527,958	8,724,628	28.02%	7.61%
Downtown Extension	776,616	764,494	-5.71%	0.67%
UHGID (the "hill")	1,042,370	1,213,812	11.54%	1.06%
East Downtown	703,113	911,578	24.19%	0.80%
N. 28th St. Commercial	4,861,434	5,113,751	0.76%	4.46%
N. Broadway Annex	702,410	465,512	-36.52%	0.41%
University of Colorado	974,151	1,170,727	15.12%	1.02%
Basemar	2,573,540	2,652,379	-1.28%	2.31%
BVRC-Boulder Valley Regional Center	19,401,650	22,784,847	12.49%	19.87%
29th Street	8,105,236	8,358,316	-1.22%	7.29%
Table Mesa	2,537,405	2,755,473	4.02%	2.40%
The Meadows	847,771	991,492	12.03%	0.86%
All Other Boulder	6,191,614	6,781,554	4.91%	5.91%
Boulder County	1,209,766	1,245,709	-1.37%	1.09%
Metro Denver	3,725,221	3,911,275	0.57%	3.41%
Colorado All Other	321,703	387,276	15.31%	0.34%
Out of State	11,540,647	12,113,461	0.54%	10.56%
Airport	93,188	68,443	-29.65%	0.06%
Gunbarrel Industrial	6,261,854	7,818,546	19.60%	6.82%
Gunbarrel Commercial	1,267,930	1,280,707	-3.25%	1.12%
Pearl Street Mall	2,858,347	3,317,937	11.19%	2.89%
Boulder Industrial	9,921,949	10,772,985	4.00%	9.40%
Unlicensed Receipts	1,932,108	1,346,349	-33.25%	1.17%
County Clerk	2,757,267	3,199,297	11.14%	2.79%
Public Utilities	4,825,482	5,124,320	1.72%	4.47%
Total Sales and Use Tax	**103,373,001**	**114,656,795**	6.24%	100.00%

Miscellaneous Tax Statistics	DECEMBER YTD Actual		
	2013	2014	% Change in Taxable Sales
Total Food Service Tax	557,375	631,701	13.34%
Accommodations Tax	4,905,937	5,897,602	20.21%
Admissions Tax	530,427	545,592	2.86%
Trash Tax	1,757,807	1,774,365	0.94%
Disposable Bag Fee	67,613	280,930	315.50%

COMPARISON OF YEAR-TO-DATE ACTUAL REVENUE FOR THE YEAR 2014 TO COMPARABLE PERIOD IN 2013

USE TAX BY CATEGORY				SALES TAX BY CATEGORY		
DECEMBER YTD Actual				DECEMBER YTD Actual		
2013	2014	% Change	**Standard Industrial Code**	2013	2014	% Change
162,628	156,075	-8.07%	Food Stores	13,292,211	14,525,532	4.67%
172,318	177,128	-1.54%	Eating Places	13,002,411	14,270,670	5.13%
59,678	-11,676	-118.74%	Apparel Stores	3,714,749	4,192,041	8.09%
18,372	32,571	69.82%	Home Furnishings	2,692,232	3,059,622	8.86%
1,448,849	2,545,889	68.31%	General Retail	19,327,316	19,578,205	-2.97%
251,334	370,096	41.05%	Transportation/Utilities	7,463,654	8,208,937	5.35%
2,851,583	3,277,148	10.08%	Automotive Trade	4,128,185	4,591,346	6.53%
26,230	15,154	-44.66%	Building Material-Retail	3,668,056	3,907,362	2.04%
8,616,554	8,452,710	-6.03%	Construction Sales/ Use Tax	429,727	407,658	-9.13%
96,167	51,802	-48.40%	Consumer Electronics	1,885,500	2,331,591	18.45%
4,046,081	4,732,552	12.04%	Computer Related Business	3,035,972	2,328,868	-26.52%
4,138,184	4,884,036	13.05%	All Other	8,845,011	12,571,478	36.14%
21,887,979	**24,683,485**	8.02%	**Total Sales and Use Tax**	**81,485,022**	**89,973,310**	5.76%

USE TAX BY CATEGORY				SALES TAX BY CATEGORY		
DECEMBER YTD Actual				DECEMBER YTD Actual		
2013	2014	% Change	**Geographic Code**	2013	2014	% Change
118,719	74,795	-39.65%	North Broadway	1,293,552	1,307,132	-3.21%
528,205	1,758,459	218.89%	Downtown	5,999,753	6,966,168	11.22%
93,403	54,987	-43.61%	Downtown Extension	683,213	709,507	-0.53%
17,368	35,592	96.29%	UHGID (the "hill")	1,025,002	1,178,220	10.10%
83,846	205,555	134.83%	East Downtown	619,266	706,023	9.21%
365,185	99,090	-74.01%	N. 28th St. Commercial	4,496,250	5,014,661	6.83%
247,299	14,574	-94.36%	N. Broadway Annex	455,111	450,938	-5.09%
503	142,381	27013.68%	University of Colorado	973,647	1,028,346	1.17%
641,710	588,009	-12.23%	Basemar	1,931,830	2,064,370	2.36%
365,597	383,689	0.53%	BVRC	19,036,053	22,401,158	12.72%
178,071	83,584	-55.04%	29th Street	7,927,165	8,274,732	-0.01%
40,166	35,354	-15.69%	Table Mesa	2,497,238	2,720,118	4.34%
39,196	76,762	87.59%	The Meadows	808,576	914,730	8.36%
2,878,126	3,035,506	1.02%	All Other Boulder	3,313,488	3,746,047	8.29%
160,138	232,362	38.99%	Boulder County	1,049,629	1,013,347	-7.52%
1,004,052	669,031	-36.17%	Metro Denver	2,721,168	3,242,244	14.13%
16,795	116,823	566.27%	Colorado All Other	304,909	270,453	-15.04%
1,749,713	2,266,852	24.10%	Out of State	9,790,933	9,846,610	-3.67%
63,798	32,655	-50.97%	Airport	29,390	35,788	16.64%
4,948,291	6,688,322	29.47%	Gunbarrel Industrial	1,313,563	1,130,224	-17.58%
72,258	31,928	-57.68%	Gunbarrel Commercial	1,195,672	1,248,780	0.04%
44,193	42,673	-7.51%	Pearl Street Mall	2,814,154	3,275,264	11.48%
3,908,371	3,762,511	-7.79%	Boulder Industrial	6,013,578	7,010,474	11.67%
1,425,380	894,869	-39.86%	Unlicensed Receipts	506,728	451,480	-14.66%
2,757,267	3,199,297	11.14%	County Clerk	0	0	0.00%
140,329	157,826	7.73%	Public Utilities	4,685,152	4,966,494	1.54%
21,887,979	**24,683,485**	8.02%	**Total Sales and Use Tax**	**81,485,022**	**89,973,310**	5.76%

TOTAL CITY SALES AND USE TAX COLLECTIONS

REVENUE CATEGORY	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change in Taxable Sales
RETAIL SALES TAX	2007	5,118,353	5,014,615	6,918,421	4,965,981	5,500,701	6,712,841	5,565,371	6,393,028	6,954,377	5,747,963	5,695,703	8,411,484	72,998,838	9.34%
Rate Chg3.56%>3.41%	2008	5,197,400	5,105,109	6,005,946	5,331,447	5,488,450	6,572,335	5,508,796	6,258,640	6,620,535	5,382,779	5,255,155	7,443,455	70,170,045	0.35%
Rate3.41%	2009	4,919,570	4,659,632	5,850,038	5,077,648	5,131,444	6,428,343	5,206,770	5,790,533	6,093,314	5,170,325	4,735,769	7,814,230	66,877,613	-4.69%
	2010	4,576,034	5,386,190	6,196,697	5,320,225	5,470,595	6,895,283	5,522,076	5,943,315	6,855,385	5,652,938	5,240,211	8,414,157	71,473,106	6.87%
	2011	5,394,367	5,132,437	6,692,597	5,630,200	5,708,608	7,016,826	5,580,953	6,531,707	7,286,644	5,765,805	5,830,545	8,390,145	74,960,833	4.88%
	2012	5,363,541	5,129,096	6,754,740	5,599,150	5,988,770	7,304,270	5,551,489	7,062,958	7,502,227	6,188,194	5,693,025	9,604,529	77,741,989	3.71%
	2013	5,557,163	5,824,808	7,171,949	5,707,649	6,197,302	7,968,604	6,161,076	6,944,797	7,500,133	6,591,707	5,934,326	9,925,508	81,485,022	4.81%
Rate 3.56%	**2014**	5,965,991	6,438,048	7,706,036	6,619,759	6,990,628	8,303,288	7,020,977	7,893,039	8,584,506	7,452,664	7,031,634	9,966,741	89,973,310	5.76%
Change from prior year (Month)		2.83%	5.87%	2.92%	11.09%	8.05%	-0.19%	9.16%	8.87%	9.64%	8.30%	13.50%	-3.82%		
Change from prior year (YTD)		2.83%	4.39%	3.82%	5.53%	6.04%	4.75%	5.36%	5.83%	6.32%	6.51%	7.09%	5.76%		
CONSUMER USE TAX	2007	763,650	574,006	975,178	888,726	733,196	858,072	975,456	652,501	923,667	732,463	716,317	1,575,908	10,369,140	-6.63%
(includes Motor Vehicle)	2008	818,034	991,472	1,109,160	669,214	736,901	1,067,769	732,334	596,399	899,934	989,683	599,876	1,253,267	10,464,043	5.35%
Rate 3.41%	2009	909,558	657,250	1,062,587	997,891	531,724	790,819	858,325	1,299,767	989,089	741,578	698,452	1,600,457	11,137,497	6.44%
	2010	687,502	778,796	913,223	701,931	662,382	945,800	620,328	633,593	909,315	752,143	618,493	1,366,131	9,589,636	-13.90%
	2011	1,247,135	650,595	1,034,670	727,395	850,561	1,166,185	958,724	771,357	1,044,032	703,092	903,665	1,410,793	11,468,205	19.59%
	2012	763,425	768,580	859,971	976,451	1,212,071	1,033,899	729,829	940,127	957,894	1,417,818	737,310	1,469,940	11,867,314	3.48%
	2013	1,132,015	762,369	979,120	866,143	911,993	963,938	835,063	768,003	1,338,726	1,121,736	807,130	1,522,486	12,008,722	1.19%
Rate 3.56%	**2014**	924,895	901,234	1,328,607	1,727,986	666,706	2,541,847	1,056,846	1,297,348	1,409,960	1,012,343	1,011,907	1,429,435	15,309,114	22.11%
Change from prior year (Month)		-21.74%	13.23%	29.98%	91.10%	-29.98%	152.58%	21.23%	61.81%	0.88%	-13.55%	20.09%	-10.07%		
Change from prior year (YTD)		-21.74%	-7.66%	5.16%	25.06%	14.27%	38.02%	35.84%	38.60%	32.70%	27.34%	26.78%	22.11%		
CONSTRUCTION USE TAX	2007	293,078	347,860	112,016	293,061	621,413	430,207	1,119,425	259,226	421,376	286,524	376,978	253,590	4,814,755	-13.02%
RateChg3.56%>3.41%	2008	330,080	347,219	748,549	454,797	327,855	241,649	100,759	442,652	347,954	217,885	107,831	381,753	4,048,982	-12.21%
Rate3.41%	2009	944,905	111,907	425,028	776,511	279,761	995,132	721,209	676,301	235,485	223,169	591,970	1,467,798	7,449,176	83.98%
	2010	591,599	242,591	245,829	362,619	226,230	1,921,675	1,075,078	467,423	245,361	234,021	406,868	531,670	6,550,964	-12.06%
	2011	622,872	281,210	274,661	240,970	2,150,036	352,336	352,846	455,211	478,988	314,958	177,137	471,157	6,172,383	-5.78%
	2012	385,392	1,697,323	315,856	503,719	342,448	375,499	595,334	214,896	422,866	473,523	799,552	371,254	6,497,662	5.27%
	2013	732,539	941,380	298,613	577,351	366,959	728,141	845,123	1,182,131	1,196,147	876,749	622,491	1,511,632	9,879,257	52.04%
	2014	716,119	1,110,714	600,580	430,524	571,269	1,688,472	373,129	379,130	713,014	908,032	325,754	1,557,635	9,374,372	-9.11%
Change from prior year (Month)		-6.36%	13.02%	92.65%	-28.57%	49.12%	122.12%	-57.71%	-69.28%	-42.90%	-0.80%	-49.87%	-1.30%		
Change from prior year (YTD)		-6.36%	4.54%	17.88%	7.36%	12.61%	34.49%	17.13%	-0.87%	-8.19%	-7.36%	-10.52%	-9.11%		
TOTAL FOR MONTH & CHANGE FROM PREVIOUS YEAR (MONTH & YTD)															
Rate Chg 3.41%>3.56%	2007	6,175,081	5,936,481	8,005,615	6,147,768	6,855,311	8,001,120	7,660,252	7,304,754	8,299,420	6,766,951	6,788,999	10,240,982	88,182,732	5.73%
Ratechg3.56%>3.41%	2008	6,345,513	6,443,800	7,863,654	6,455,459	6,553,206	7,881,753	6,341,889	7,297,691	7,868,423	6,590,347	5,962,862	9,078,475	84,683,070	0.26%
Rzte3.41%	2009	6,774,033	5,428,789	7,337,653	6,852,049	5,942,929	8,214,294	6,786,304	7,766,601	7,317,887	6,135,072	6,026,191	10,882,485	85,464,286	0.92%
	2010	5,855,134	6,407,577	7,355,749	6,384,774	6,359,207	9,762,758	7,217,482	7,044,332	8,010,061	6,639,102	6,265,572	10,311,957	87,613,706	2.51%
	2011	7,264,374	6,064,242	8,001,928	6,598,565	8,709,205	8,535,347	6,892,523	7,758,275	8,809,664	6,783,855	6,911,348	10,272,096	92,601,421	5.69%
	2012	6,512,359	7,594,999	7,930,567	7,079,320	7,543,289	8,713,668	6,876,652	8,217,981	8,882,987	8,079,535	7,229,887	11,445,723	96,106,966	3.79%
	2013	7,421,717	7,528,557	8,449,682	7,151,142	7,476,254	9,660,683	7,841,262	8,894,931	10,035,006	8,590,192	7,363,947	12,959,626	103,373,001	7.56%
	2014	7,607,004	8,449,996	9,635,223	8,778,269	8,228,603	12,533,607	8,450,951	9,569,517	10,707,479	9,373,039	8,369,295	12,953,810	114,656,795	6.24%
Less Refunds	2006	-40,302	-5,272	-22,761	-363	-5,099	0	0	-7,568	-806	-5,947	-406	-16,773	-105,296	
	2007	0	-38,291	-2,013	-729	-9,326	-14,547	-14,440	-677	0	-5,963	0	-5,015	-91,001	
	2008	-978	0	-46,974	-1,409	0	-2,375	-445	-9,493	-1,429	0	-48,521	-500	-112,123	
	2009	-3,335	0	0	-1,111	-602	-692	-967	-3,520	-2,747	-179,087	-65,331	-26,376	-283,770	
	2010	-3,469	-68,130	-35,924	-1,444	-43,920	-3,832	-1,648	-4,204	-7,969	0	-12,480	-214	-183,234	
	2011	-8,569	-2,479	-1,188	-2,918	0	0	-7,175	0	0	-162	0	-140,199	-162,690	
Adjusted total	2007	6,175,081	5,898,190	8,003,602	6,147,039	6,845,984	7,986,572	7,645,812	7,304,077	8,299,420	6,760,988	6,788,999	10,235,967	88,091,731	5.76%
	2008	6,344,536	6,443,800	7,816,680	6,454,050	6,553,206	7,879,378	6,341,444	7,288,198	7,866,995	6,590,347	5,914,341	9,077,975	84,570,947	0.23%
Rate3.41%	2009	6,770,698	5,428,789	7,337,653	6,850,938	5,942,327	8,213,602	6,785,337	7,763,080	7,315,140	5,955,985	5,960,860	10,856,109	85,180,517	0.72%
	2010	5,851,665	6,339,447	7,319,826	6,383,330	6,315,288	9,758,926	7,215,834	7,040,127	8,002,092	6,639,102	6,253,092	10,311,744	87,430,472	2.64%
	2011	7,255,806	6,061,763	8,000,739	6,595,647	8,709,205	8,535,347	6,885,348	7,758,275	8,809,664	6,783,693	6,911,348	10,131,897	92,438,731	5.73%
	2012	6,512,359	7,594,999	7,930,567	7,079,320	7,543,289	8,713,668	6,876,652	8,217,981	8,882,987	8,079,535	7,229,887	11,445,723	96,106,966	3.97%
	2013	7,421,717	7,528,557	8,449,682	7,151,142	7,476,254	9,660,683	7,841,262	8,894,931	10,035,006	8,590,192	7,363,947	12,959,626	103,373,001	7.56%
	2014	7,607,004	8,449,996	9,635,223	8,778,269	8,228,603	12,533,607	8,450,951	9,569,517	10,707,479	9,373,039	8,369,295	12,953,810	114,656,795	6.24%
% Change (month)		-1.82%	7.51%	9.23%	17.58%	5.43%	24.27%	3.23%	3.05%	2.21%	4.52%	8.86%	-4.26%		
% Change (YTD)		-1.82%	2.88%	5.17%	8.07%	7.55%	10.94%	9.85%	8.91%	8.01%	7.65%	7.75%	6.24%		

Sales Tax Revenues Generated in *CAGID (Excluding the Mall)* by SIC Code

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	Auto. Transport.	Construction	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)									
January	2,074	209,899	24,834	29,126	108,819	2,000	-	17,341	394,092
February	-	217,819	31,397	8,186	107,551	1,992	-	17,949	384,893
March	-	254,333	36,629	11,949	119,473	2,815	-	56,602	481,800
April	3,056	253,077	37,183	11,442	130,281	2,523	101	29,299	466,962
May	3,661	276,733	42,867	21,417	147,985	2,764	-	25,341	520,768
June	1,128	282,719	47,897	18,734	138,329	2,566	85	115,106	606,565
July	1,194	312,963	42,986	9,347	167,923	2,935	-	27,116	564,463
August	1,218	297,789	44,427	9,660	157,367	3,149	-	5,410	519,020
September	1,095	281,826	42,273	11,595	147,169	2,708	1	67,753	554,420
October	1,193	284,981	41,733	21,058	142,272	2,597	-	47,466	541,300
November	1,677	236,565	31,937	13,005	124,077	2,236	-	16,181	425,678
December	3,359	247,700	38,954	11,985	180,364	2,154	145	48,051	532,712
2011 TOTAL	19,655	3,156,402	463,117	177,502	1,671,611	30,438	333	473,615	5,992,673
2012 (sales tax rate of 3.41%)									
2012 TOTAL	30,389	3,206,102	468,356	173,873	1,738,783	32,204	333	483,357	6,133,397
2013 (sales tax rate of 3.41%)									
January	1,006	206,696	24,850	14,530	123,652	2,260	-	7,914	380,908
February	1,028	208,483	26,801	4,980	123,545	2,239	-	6,225	373,301
March	4,023	284,345	36,265	14,006	140,205	2,626	9	20,399	501,878
April	1,117	256,655	43,256	11,041	148,093	2,716	-	13,241	476,119
May	1,125	267,228	41,789	14,957	164,852	3,246	-	6,514	499,711
June	4,001	316,158	38,360	8,573	178,036	8,558	16	61,664	615,366
July	1,400	286,388	37,641	7,119	174,918	3,469	-	7,660	518,595
August	1,372	296,554	31,923	13,847	153,274	3,876	-	9,962	510,808
September	3,354	250,116	54,152	7,410	173,883	14,486	7	72,130	575,538
October	1,302	286,269	48,817	8,890	163,693	3,144	-	8,158	520,273
November	1,754	266,285	28,390	8,962	153,712	2,625	-	6,613	468,341
December	5,911	263,671	28,136	16,208	194,814	4,457	157	45,561	558,915
2013 TOTAL	27,393	3,188,848	440,380	130,523	1,892,677	53,702	189	266,041	5,999,753
2014 (sales tax rate of 3.56%)									
January	1,034	208,722	30,629	8,922	86,769	2,678	-	42,572	381,326
February	1,073	247,007	21,874	18,048	78,528	2,518	-	38,648	407,696
March	3,907	295,393	46,561	18,883	93,923	7,699	75	100,754	567,195
April	1,113	314,507	30,701	16,145	93,324	7,533	-	75,028	538,351
May	1,230	337,737	35,379	16,836	116,424	6,811	-	85,009	599,426
June	1,241	337,783	39,404	19,727	115,867	3,449	55	118,693	636,219
July	1,241	337,779	39,360	6,981	127,785	3,839	-	87,697	604,682
August	1,376	329,737	53,406	7,706	131,264	4,032	-	102,825	630,346
September	5,089	341,905	29,323	11,507	129,046	3,567	-	218,090	738,527
October	113	334,781	61,291	43,257	105,149	3,401	-	104,095	652,087
November	3,444	269,896	55,943	16,559	100,082	2,775	-	84,393	533,092
December	3,275	301,696	46,957	11,766	157,421	2,902	380	152,826	677,223
2014 TOTAL	24,136	3,656,943	490,828	196,337	1,335,582	51,204	510	1,210,630	6,966,170

Total % Change from 2011-2012	54.61%	1.57%	1.13%	-2.04%	4.02%	5.80%	0.09%	2.06%	2.35%
Total % Change from 2012-2013	-9.86%	-0.54%	-5.97%	-24.93%	8.85%	66.76%	-43.24%	-44.96%	-2.18%
Total % Change from 2013-2014	-15.60%	9.85%	6.76%	44.09%	-32.41%	-8.67%	158.47%	335.88%	11.22%
% Change from previous year month	-46.93%	9.60%	59.86%	-30.46%	-22.60%	-37.63%	131.84%	221.30%	16.06%

<u>Sales and Use Tax</u> Revenues Generated in *CAGID (Excluding the Mall)* by SIC Code

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	Auto. Transport.	Construction	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)									
January	2,074	211,068	24,834	29,147	110,488	2,017	4,228	23,772	407,627
February	-	219,026	31,397	8,284	107,741	2,003	3,038	24,662	396,151
March	-	256,053	36,629	11,972	120,059	2,827	15,055	74,313	516,907
April	3,056	254,771	37,183	11,458	132,921	2,538	11,166	37,928	491,019
May	3,661	278,324	42,867	21,440	148,346	2,780	13,840	28,788	540,045
June	1,128	284,315	47,897	18,791	138,936	2,588	23,699	131,870	649,228
July	1,194	314,287	42,986	9,347	168,343	2,963	7,817	35,901	582,838
August	1,218	299,410	44,427	9,660	159,649	3,163	26,381	8,268	552,177
September	1,095	283,563	42,367	12,442	147,583	2,735	3,775	80,291	573,861
October	1,193	286,724	41,810	21,590	142,667	2,632	4,765	53,725	555,104
November	1,677	237,828	31,937	14,341	124,518	2,259	13,278	21,764	447,603
December	3,359	249,838	39,027	12,385	181,607	2,187	4,667	75,430	568,505
2011 TOTAL	19,655	3,175,205	463,360	180,856	1,682,856	30,693	131,708	596,712	6,281,065
2012 (sales tax rate of 3.41%)									
2012 TOTAL	30,389	3,262,719	469,321	196,012	1,747,183	32,464	116,176	597,014	6,451,278
2013 (sales tax rate of 3.41%)									
January	1,006	208,424	24,850	17,256	126,402	2,281	37,975	24,434	442,628
February	1,028	210,415	26,859	7,102	127,502	2,259	(214)	11,667	386,618
March	4,113	288,457	36,275	21,116	143,321	2,654	27,222	39,452	562,610
April	2,424	258,801	43,256	15,318	151,707	2,777	12,626	14,987	501,896
May	1,125	265,298	41,881	17,532	172,042	3,268	17,727	7,355	526,228
June	4,082	319,612	38,360	12,453	181,523	8,688	26,860	80,843	672,421
July	1,400	288,575	37,641	9,584	178,565	3,615	9,101	17,439	545,920
August	1,372	298,780	32,025	13,847	156,795	3,893	3,075	17,771	527,558
September	3,495	252,537	54,161	10,612	192,476	14,503	22,719	104,711	655,214
October	1,302	288,691	48,857	12,373	195,086	3,277	7,234	23,983	580,803
November	1,754	268,369	28,424	11,611	158,229	2,643	23,128	7,661	501,819
December	6,038	265,730	28,172	18,957	200,039	4,472	33,750	67,085	624,243
2013 TOTAL	29,139	3,213,689	440,761	167,761	1,983,687	54,330	221,203	417,388	6,527,958
2014 (sales tax rate of 3.56%)									
January	1,034	210,406	30,654	8,922	90,948	2,837	102,750	43,978	491,529
February	1,073	252,127	22,042	20,930	88,938	2,858	19,465	39,988	447,421
March	4,028	302,651	46,602	23,393	96,791	8,085	22,998	112,444	616,992
April	1,113	322,362	30,744	17,488	93,794	7,774	8,238	229,441	710,954
May	1,230	344,174	35,775	19,525	117,079	6,826	116,907	86,567	728,083
June	1,241	342,762	39,418	21,944	116,443	3,471	92,745	145,132	763,156
July	1,241	343,892	39,443	9,291	129,161	3,861	49,451	97,450	673,790
August	1,376	335,701	53,456	10,084	132,085	4,052	659	105,899	643,312
September	5,306	348,143	29,438	15,047	129,869	3,585	242,311	241,860	1,015,559
October	113	341,684	61,413	47,735	107,146	3,418	587,243	106,862	1,255,614
November	3,444	275,434	55,964	18,224	100,631	2,794	841	91,598	548,930
December	3,293	307,986	46,989	13,531	174,488	2,923	100,995	179,083	829,288
2014 TOTAL	24,492	3,727,322	491,938	226,114	1,377,373	52,484	1,344,603	1,480,302	8,724,628

% Change from 2011-2012	**54.61%**	**2.76%**	**1.29%**	**8.38%**	**3.82%**	**5.77%**	**-11.79%**	**0.05%**	**2.71%**
% Change from 2012-2013	**-4.11%**	**-1.50%**	**-6.09%**	**-14.41%**	**13.54%**	**67.35%**	**90.40%**	**-30.09%**	**1.19%**
% Change from 2013-2014	**-19.49%**	**11.10%**	**6.91%**	**29.10%**	**-33.49%**	**-7.47%**	**482.25%**	**239.72%**	**28.02%**
% Change from previous year month	**-47.76%**	**11.02%**	**59.77%**	**-31.63%**	**-16.45%**	**-37.39%**	**186.64%**	**155.70%**	**27.25%**

Sales Tax Revenues Generated on the *Downtown Mall* by SIC Code

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)							
January	2,910	65,957	29,095	7,855	34,487	5,040	145,344
February	3,445	70,664	28,221	7,434	35,022	4,669	149,455
March	3,953	81,375	42,432	9,151	48,677	5,177	190,818
April	3,584	76,801	37,647	9,348	45,038	4,731	177,149
May	3,961	87,915	42,068	10,307	60,908	7,346	212,506
June	4,554	89,625	46,433	10,258	63,676	7,857	222,489
July	1,483	97,097	58,311	13,679	63,350	4,492	238,414
August	4,351	108,588	48,068	12,932	64,455	7,900	246,294
September	7,474	82,235	52,979	11,161	59,355	7,930	221,207
October	4,201	95,669	54,453	11,272	46,123	6,641	218,360
November	2,549	65,522	34,524	15,082	47,903	6,506	172,084
December	6,169	79,392	60,316	29,632	96,299	9,392	281,241
2011 TOTAL	**48,633**	**1,000,841**	**534,548**	**148,110**	**665,294**	**77,681**	**2,475,360**
2012 (sales tax rate of 3.41%)	-	-	-	-	-	-	-
2012 TOTAL	**54,676**	**1,277,112**	**553,212**	**147,717**	**668,472**	**76,260**	**2,777,449**
2013 (sales tax rate of 3.41%)							
January	2,371	90,449	30,728	7,642	41,481	4,938	177,609
February	4,966	86,268	26,262	7,387	39,036	4,152	168,071
March	4,599	108,576	54,250	8,575	47,728	3,724	227,452
April	2,460	104,357	40,083	7,830	49,460	3,775	207,965
May	4,472	104,775	53,053	10,486	60,344	5,997	239,127
June	3,425	125,845	57,695	10,248	71,962	5,863	275,038
July	6,673	124,038	56,534	11,621	73,650	5,608	278,124
August	5,229	123,237	63,898	12,501	72,838	8,298	286,001
September	3,655	106,135	40,282	7,928	51,067	5,261	214,328
October	4,156	105,602	59,054	9,853	51,866	8,810	239,341
November	3,982	87,939	38,478	14,429	55,242	7,290	207,360
December	5,780	85,521	63,020	28,709	101,738	8,973	293,741
2013 TOTAL	**51,768**	**1,252,742**	**583,337**	**137,209**	**716,412**	**72,689**	**2,814,157**
2014 (sales tax rate of 3.56%)							
January	3,236	84,800	27,857	6,829	37,714	3,444	163,880
February	3,761	97,322	40,355	7,082	40,619	11,915	201,054
March	4,630	101,711	43,040	9,116	55,124	9,184	222,805
April	4,355	111,784	44,765	8,721	53,147	8,886	231,658
May	4,472	122,720	52,090	11,002	65,848	12,602	268,734
June	5,226	126,868	52,226	10,826	73,635	11,412	280,193
July	4,738	143,241	50,205	12,113	92,197	30,185	332,679
August	4,293	133,918	81,234	12,979	83,494	39,117	355,035
September	5,243	139,468	58,707	10,453	69,876	33,321	317,068
October	2,026	128,849	50,406	10,877	60,773	37,351	290,282
November	7,500	94,051	49,653	14,138	59,435	31,905	256,682
December	6,636	96,442	63,565	30,429	125,222	32,897	355,191
2014 TOTAL	**56,116**	**1,381,174**	**614,103**	**144,565**	**817,084**	**262,219**	**3,275,261**

Total % Change from 2011-2012	**12.43%**	**27.60%**	**3.49%**	**-0.27%**	**0.48%**	**-1.83%**	**12.20%**
Total % Change from 2012-2013	**-5.32%**	**-1.91%**	**5.45%**	**-7.11%**	**7.17%**	**-4.68%**	**1.32%**
Total % Change from 2013-2014	**3.83%**	**5.61%**	**0.84%**	**0.92%**	**9.25%**	**245.54%**	**11.48%**
% Change from previous year month	**9.97%**	**8.02%**	**-3.39%**	**1.53%**	**17.90%**	**251.17%**	**15.82%**

Sales and Use Tax Revenues Generated on The *Downtown Mall* by SIC Code

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	Construction	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)								
January	2,928	66,101	29,190	7,855	34,512	201	5,040	145,827
February	3,470	70,801	28,617	7,434	35,055	252	4,669	150,297
March	3,980	81,526	42,461	9,151	48,830	1,898	6,007	193,904
April	3,596	77,090	37,727	9,348	45,072	119	4,731	177,682
May	3,967	88,058	42,266	10,307	60,947	1,320	7,346	214,210
June	4,560	89,786	47,353	10,258	63,721	4,433	8,346	228,543
July	1,483	97,575	58,723	13,679	63,427	11,762	4,492	251,142
August	4,389	108,868	48,300	12,932	64,536	677	7,900	247,602
September	7,527	83,661	54,702	11,161	59,424	3,252	8,539	228,276
October	4,242	95,879	54,514	11,272	46,196	37	6,641	218,780
November	2,586	65,737	34,570	15,082	48,036	890	6,508	173,409
December	6,234	79,779	60,332	29,632	96,423	59	11,274	283,776
2011 TOTAL	**48962**	**1004861**	**538754**	**148110**	**666178**	**24899**	**81493**	**2,513,448**
2012 (sales tax rate of 3.41%)								
2012 TOTAL	**55184**	**1287832**	**555044**	**147717**	**674189**	**18311**	**82826**	**2,821,103**
2013 (sales tax rate of 3.41%)								
January	2,384	90,901	31,131	7,642	41,822	1,586	6,857	182,323
February	4,983	86,618	27,557	7,387	39,312	2,291	4,270	172,418
March	4,635	108,923	54,375	8,575	47,799	20	3,847	228,174
April	2,481	105,544	40,522	7,830	49,521	1,074	3,829	210,801
May	4,537	106,528	53,177	10,486	60,409	85	6,036	241,258
June	3,446	126,332	58,360	10,248	72,037	2,944	6,796	280,163
July	6,696	124,982	56,676	11,621	74,025	746	5,706	280,452
August	5,256	123,766	64,299	12,501	72,927	2,929	8,334	290,012
September	4,312	107,396	40,456	7,928	51,124	127	7,288	218,631
October	4,367	105,884	59,110	9,853	52,023	-	8,810	240,047
November	4,232	88,149	39,058	14,429	55,342	-	7,290	208,500
December	6,143	85,900	63,723	28,709	101,846	9,161	10,088	305,570
2013 TOTAL	**53472**	**1260923**	**588444**	**137209**	**718187**	**20963**	**79151**	**2,858,349**
2014 (sales tax rate of 3.56%)								
January	3,302	85,271	28,026	6,829	37,742	833	4,568	166,571
February	3,856	98,027	41,026	7,082	40,703	7,671	12,000	210,365
March	4,685	102,057	43,182	9,116	55,194	654	10,524	225,412
April	4,410	112,112	44,846	8,721	53,203	-	8,957	232,249
May	4,508	123,034	52,233	11,002	65,929	3,840	12,701	273,247
June	5,258	127,320	52,274	10,898	73,635	4,995	11,843	286,223
July	4,754	143,732	50,214	12,113	92,479	267	30,327	333,886
August	4,389	134,391	82,240	12,979	83,641	759	39,329	357,728
September	5,325	139,802	58,892	10,453	70,284	399	34,606	319,761
October	2,026	129,217	50,497	10,877	60,860	912	37,720	292,109
November	7,579	94,378	49,894	14,138	59,580	218	32,000	257,787
December	6,770	96,845	63,634	30,429	125,330	114	39,477	362,599
2014 TOTAL	**56862**	**1386186**	**616958**	**144637**	**818580**	**20662**	**274052**	**3,317,937**

% Change from 2011-2012	**12.71%**	**28.16%**	**3.02%**	**-0.27%**	**1.20%**	**-26.46%**	**1.64%**	**12.24%**
% Change from 2012-2013	**-3.10%**	**-2.09%**	**6.02%**	**-7.11%**	**6.53%**	**14.48%**	**-4.44%**	**1.32%**
% Change from 2013-2014	**1.86%**	**5.30%**	**0.43%**	**0.97%**	**9.18%**	**-5.59%**	**231.65%**	**11.19%**
% Change from previous year month	**5.56%**	**7.99%**	**-4.35%**	**1.53%**	**17.87%**	**-98.81%**	**274.84%**	**13.66%**

Total Downtown Sales Tax Revenue (CAGID and Pearl St) Does not factor tax rate changes

	3.26	3.41	3.41	3.41	3.56	3.41	3.41	3.41	3.41	3.41	3.41	3.56
	2003	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
January	399,626	434,133	428,679	500,130	482,428	518,849	487,710	560,031	539,435	527,526	558,519	545,206
February	414,518	423,848	480,561	521,590	535,979	547,789	473,426	484,820	534,348	579,961	541,371	608,750
March	505,065	560,462	587,831	624,521	704,243	637,871	566,690	582,620	672,618	745,914	729,329	790,000
April	462,299	503,934	541,195	612,044	610,029	623,468	552,281	609,595	644,111	696,264	684,086	770,009
May	539,985	555,417	582,705	647,568	696,047	713,579	646,112	669,398	733,274	770,788	738,837	868,160
June	590,377	634,909	676,115	733,917	799,000	736,287	1,074,918	753,018	829,054	856,497	890,404	916,411
July	518,676	598,929	634,356	679,183	702,834	718,557	654,639	727,545	802,877	741,295	796,720	937,361
August	544,903	596,047	653,113	706,316	740,097	767,013	732,097	734,903	765,314	868,158	796,810	985,381
September	535,186	627,434	684,271	722,706	789,130	692,174	624,411	723,979	775,627	822,775	789,862	1,055,595
October	518,967	567,706	607,382	635,866	688,559	666,347	617,267	688,420	759,660	695,018	759,613	942,369
November	454,071	497,670	544,120	469,178	602,818	551,792	535,953	621,221	597,762	698,993	675,701	789,774
December	690,557	770,218	793,483	896,526	829,816	726,256	657,741	798,946	813,953	907,657	852,655	1,032,414
Totals	**6,174,230**	**6,770,707**	**7,213,810**	**7,749,546**	**8,180,981**	**7,899,981**	**7,623,245**	**7,954,497**	**8,468,033**	**8,910,846**	**8,813,907**	**10,241,430**
$ change from prior yr	**- 231,935**	**596,477**	**443,103**	**535,736**	**431,435**	**- 281,000**	**- 276,736**	**331,252**	**513,537**	**442,813**	**- 96,939**	**1,427,523**
% change from prior yr	-3.6%	9.7%	6.5%	7.4%	5.6%	-3.4%	-3.5%	4.3%	6.5%	5.2%	-1.1%	16.2%
3 year avg change	-4.1%	1.1%	4.2%	7.9%	6.5%	3.2%	-0.5%	-0.9%	2.4%	5.3%	3.5%	6.8%

CAGID and Mall Yearly Summary This chart does not factor change in sales tax rate change

SALES and USE Tax Breakdown by Industry Category

	Food Stores	Eating Places	Apparel Stores	Home Furnishings	General Merch	All Other	Total	% change
2014	$81,354 1%	$5,113,508 42%	$1,108,896 9%	$370,751 3%	$2,195,953 18%	$3,172,103 26%	$12,042,565 100%	28.30%
2013	$82,611 1%	$4,474,612 48%	$1,029,205 11%	$304,970 3%	$2,701,874 29%	$793,035 8%	$9,386,307 100%	1.23%
2012	$85,573 1%	$4,550,551 49%	$1,024,365 11%	$343,729 4%	$2,421,372 26%	$846,791 9%	$9,272,381 100%	5.43%
2011	$68,617 1%	$4,180,066 48%	$1,002,115 11%	$328,967 4%	$2,349,034 27%	$865,715 10%	$8,794,513 100%	6.57%
2010	$70,130 1%	$3,880,876 47%	$898,763 11%	$275,517 3%	$2,331,670 28%	$795,618 10%	$8,252,575 100%	4.55%
2009	$60,702 1%	$3,662,530 46%	$877,050 11%	$711,868 9%	$1,953,052 25%	$628,296 8%	$7,893,497 100%	-7.96%
2008	$53,956 1%	$3,876,669 45%	$952,169 11%	$337,898 4%	$2,282,469 27%	$1,073,446 13%	$8,576,608 100%	-0.79%
2007	$95,998 1%	$3,930,574 45%	$915,216 11%	$400,345 5%	$2,392,682 28%	$910,116 11%	$8,644,930 100%	-1.59%
2006	$89,498 1%	$3,649,151 42%	$898,310 10%	$411,471 5%	$2,313,444 26%	$1,422,740 16%	$8,784,613 100%	14.67%
2005	$86,454 1%	$3,421,618 45%	$881,002 12%	$389,093 5%	$2,167,694 28%	$715,009 9%	$7,660,869 100%	7.81%
2004	$83,887 1%	$3,141,620 44%	$904,648 13%	$393,012 6%	$2,089,921 29%	$493,110 7%	$7,106,198 100%	1.35%
2003	$74,145 1%	$2,742,867 39%	$845,180 12%	$389,354 6%	$1,973,549 28%	$986,479 14%	$7,011,574 100%	-2.78%
2002	$72,607 1%	$2,854,183 40%	$875,150 12%	$464,839 6%	$2,008,573 28%	$936,382 13%	$7,211,734 100%	0.42%
2001	$76,359 1%	$2,853,126 40%	$972,296 14%	$488,348 7%	$2,064,518 29%	$727,228 10%	$7,181,876 100%	-6.11%
2000	$72,675 1%	$2,740,325 36%	$1,157,122 15%	$539,287 7%	$2,156,961 28%	$982,496 13%	$7,648,866 100%	7.74%
1999	$91,976 1%	$2,333,744 33%	$1,179,320 17%	$493,423 7%	$2,066,272 29%	$934,543 13%	$7,099,279 100%	11.62%
1998	$90,134 1%	$2,150,351 34%	$1,090,860 17%	$438,127 7%	$1,756,311 28%	$834,265 13%	$6,360,047 100%	6.35%
1997	$99,373 2%	$2,027,812 34%	$788,006 13%	$423,585 7%	$1,944,035 33%	$697,436 12%	$5,980,247 100%	5.54%
1996	$98,564 2%	$1,895,926 33%	$738,435 13%	$436,004 8%	$2,017,401 36%	$479,907 8%	$5,666,237 100%	9.99%
1995	$92,497 2%	$1,724,770 33%	$588,726 11%	$392,985 8%	$1,731,611 34%	$620,919 12%	$5,151,508 100%	6.89%
1994	$93,338 2%	$1,518,413 32%	$587,830 12%	$444,251 9%	$1,700,789 35%	$474,921 10%	$4,819,522 100%	

CAGID and Mall Yearly Summary this chart does not factor change in sales tax rate change

SALES Tax Breakdown by Industry Category

	Food Stores	Eating Places	Apparel Stores	Home Furnishings	General Merch	All Other	Total	% change
2014	$80,252 1%	$5,038,117 49%	$1,104,931 11%	$340,902 3%	$2,152,666 21%	$1,524,563 15%	$10,241,431 100%	16.20%
2013	$79,161 1%	$4,441,590 50%	$1,023,717 12%	$267,732 3%	$2,609,089 30%	$392,621 4%	$8,813,910 100%	-1.08%
2012	$85,065 1%	$4,483,214 50%	$1,021,568 11%	$321,590 4%	$2,407,255 27%	$591,886 7%	$8,910,578 100%	5.23%
2011	$68,287 1%	$4,157,243 49%	$997,665 12%	$325,612 4%	$2,336,905 28%	$582,321 7%	$8,468,033 100%	6.46%
2010	$69,771 1%	$3,848,681 48%	$893,314 11%	$274,634 3%	$2,325,279 29%	$542,760 7%	$7,954,439 100%	4.34%
2009	$59,819 1%	$3,622,195 48%	$875,174 11%	$710,598 9%	$1,951,595 26%	$403,863 5%	$7,623,245 100%	-3.50%
2008	$53,433 1%	$3,815,239 48%	$950,225 12%	$334,234 4%	$2,275,609 29%	$471,240 6%	$7,899,981 100%	-3.43%
2007	$95,798 1%	$3,879,561 47%	$913,775 11%	$393,603 5%	$2,384,296 29%	$513,949 6%	$8,180,981 100%	5.57%
2006	$89,106 1%	$3,607,336 47%	$897,115 12%	$386,962 5%	$2,295,259 30%	$473,767 6%	$7,749,546 100%	7.41%
2005	$86,019 1%	$3,373,571 47%	$880,079 12%	$381,806 5%	$2,155,216 30%	$338,119 5%	$7,214,809 100%	6.61%
2004	$83,374 1%	$3,084,715 46%	$903,711 13%	$390,387 6%	$2,086,655 31%	$218,867 3%	$6,767,708 100%	9.61%
2003	$72,545 1%	$2,702,412 44%	$840,575 14%	$354,141 6%	$1,964,846 32%	$239,710 4%	$6,174,230 100%	-3.57%
2002	$72,115 1%	$2,796,110 44%	$872,641 14%	$436,777 7%	$1,997,807 31%	$227,529 4%	$6,402,980 100%	-2.74%
2001	$73,248 1%	$2,756,121 42%	$970,925 15%	$486,186 7%	$2,043,123 31%	$253,717 4%	$6,583,320 100%	-5.92%
2000	$72,499 1%	$2,706,001 39%	$1,154,714 17%	$538,703 8%	$2,141,271 31%	$384,115 5%	$6,997,303 100%	8.35%
1999	$90,777 1%	$2,287,116 35%	$1,177,775 18%	$493,467 8%	$2,052,375 32%	$356,398 6%	$6,457,908 69%	9.91%
1998	$88,255 2%	$2,128,285 36%	$1,086,634 18%	$438,230 7%	$1,743,427 30%	$391,001 7%	$5,875,832 100%	3.72%
1997	$96,013 2%	$1,988,439 35%	$777,595 14%	$422,810 7%	$1,917,831 34%	$462,187 8%	$5,664,875 100%	4.21%
1996	$98,211 2%	$1,861,887 34%	$736,297 14%	$433,917 8%	$1,974,989 36%	$330,772 6%	$5,436,073 100%	12.47%
1995	$90,727 2%	$1,693,218 35%	$588,494 12%	$389,699 8%	$1,699,384 35%	$371,640 8%	$4,833,162 100%	4.19%
1994	$92,912 2%	$1,503,606 32%	$587,463 13%	$442,029 10%	$1,694,284 37%	$318,724 7%	$4,639,018 100%	

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City Wide Yearly Summary
CAGID and Mall Sales and Use Tax as a Percent of Total City Wide Sales and Use Tax

	Food Stores	Eating Places	Apparel Stores	Home Furnishings	General Merch	All Other	Total
2014	$14,681,607	$14,447,798	$4,180,365	$5,475,586	$22,124,094	$53,747,345	$114,656,795
	1%	35%	27%	7%	10%	6%	10.5%
2013	$13,454,838	$13,174,730	$3,774,426	$4,692,270	$20,776,166	$47,500,571	$103,373,001
	1%	34%	27%	6%	13%	2%	9.1%
2012	$13,060,743	$12,937,276	$3,717,039	$22,440,706	$19,948,416	$24,002,787	$96,106,967
	1%	35%	28%	2%	12%	4%	9.6%
2011	$12,241,084	$11,838,300	$3,426,738	$5,259,120	$19,948,416	$39,725,073	$92,438,731
	1%	35%	29%	6%	12%	2%	9.5%
2010	$11,130,533	$10,930,482	$2,690,372	$4,459,406	$19,279,577	$38,940,102	$87,430,472
	1%	36%	33%	6%	12%	2%	9.4%
2009	$11,160,109	$10,572,840	$2,626,020	$4,304,383	$17,515,062	$39,002,103	$85,180,517
	1%	35%	33%	17%	11%	2%	9.3%
2008	$11,204,475	$10,910,035	$2,819,260	$4,827,635	$18,101,297	$36,708,245	$84,570,947
	0%	36%	34%	7%	13%	3%	10.1%
2007	$11,205,584	$10,888,135	$2,804,311	$5,522,090	$18,040,152	$39,631,459	$88,091,731
	1%	36%	33%	7%	13%	2%	9.8%
2006	$10,392,069	$9,582,212	$2,424,694	$4,611,056	$15,402,540	$37,371,060	$79,783,631
	1%	38%	37%	9%	15%	4%	11.0%
2005	$10,046,723	$8,995,846	$2,362,366	$4,465,788	$14,587,419	$35,882,350	$76,340,492
	1%	38%	37%	9%	15%	2%	10.0%
2004	$10,148,861	$8,637,718	$2,232,147	$4,118,312	$14,123,007	$32,171,342	$71,431,387
	1%	36%	41%	10%	15%	2%	9.9%
2003	$9,052,658	$7,847,285	$2,046,951	$3,922,549	$13,185,423	$31,552,637	$67,607,503
	1%	35%	41%	10%	15%	3%	10.4%
2002	$9,294,397	$8,133,237	$2,346,305	$4,164,992	$13,572,651	$33,815,600	$71,327,182
	1%	35%	37%	11%	15%	3%	10.1%
2001	$9,312,676	$8,384,190	$2,646,021	$4,537,112	$15,553,807	$38,279,526	$78,713,332
	1%	34%	37%	11%	13%	2%	9.1%
2000	$9,080,910	$8,484,601	$3,159,262	$5,915,794	$17,887,211	$36,269,737	$80,797,515
	1%	32%	37%	9%	12%	3%	9.5%
1999	$9,207,721	$7,790,648	$3,359,914	$5,553,219	$17,008,884	$33,893,706	$76,814,092
	1%	30%	35%	9%	12%	3%	9.2%
1998	$8,932,097	$7,469,094	$3,252,729	$3,570,448	$15,736,140	$30,637,104	$69,597,612
	1%	29%	34%	12%	11%	3%	9.1%
1997	$7,739,779	$6,797,237	$2,781,018	$3,129,089	$15,439,169	$28,494,047	$64,380,339
	1%	30%	28%	14%	13%	2%	9.3%
1996	$7,611,055	$6,614,561	$2,782,149	$2,862,572	$15,111,950	$26,975,579	$61,957,866
	1%	29%	27%	15%	13%	2%	9.1%

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COMMERCIAL AND RESIDENTIAL MALL POLICE CALL STATISTICS

MONTH	Assault		Auto Theft		Burglary		Crim. Mis.		Crim. Tres.		Disturbance		Domestic		Drunk		DUI		Felony Menacing		Fight	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
January	3	3					4	3	2		23	23		1	20	18	3	5				
February	3	1					5	4	1	2	22	27	2	4	22			9				
March	8						3		1		39		3		11		3					
April	3						5				24		3		14		4					
May																						
June	3						5				29		1		15		3					
July	4						5		2		38		1		17		7					
August	4										46		4		9		4					
September							2				35		1		9		3					
October	2						6				39		2		16		8					
November	3						2		1		23		1		12		3					
December	4				1		2		1		24		3		13		7					

MONTH	Fireworks		Hang Ups		Harassment		Indec. Exp.		Liq. Law Vio.		Littering		Loitering		Narcotics		Noise		Open Door		Party	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
January			14	8	2	3	1	1					12	10	5	1			3	1		
February			5	11	6	8			2				2	11	2	4			7			
March			7		5				4				13		2							
April			10		9		2		5				14		6							
May																						
June			12		6		1						17		5							
July			11		10		3		1				17		9							
August			12		11		2		5				18		12				1			
September			9		4		1		1				17		2							
October			5		8				7						7				2			
November			8		2		1		1				7		5							
December			4		6				1				9		4							

MONTH	Prowler		Robbery		Sex Assault		Shoplifting		Shots		Stabbing		Suicide		Suspicious		Theft		Trespass		Weapon	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
January					1										2	2	27	15				
February						1									5	1	22	18				
March															5		29					
April					1										4		33					
May																						
June	1				1										2		22					
July					1										2		33					
August	1				2										4		11					
September															2		5					
October					2										4		13					
November															1		13					
December															2		12					

Opened in 2013-2014

Business			Open Date	Notes
Earthbound Trading	935	Pearl	February-13	national soft goods (replacing Eclectix)
Timothy's of Colorado	1136	Spruce	February-13	fine jewelry
Meta Skateboards	1505	Pearl	March-13	
Island Farm	1122	Pearl	April-13	Soft goods/clothing
The Riverside	1724	Bdwy	April-13	Event center, café, wine bar, co-working space
Bohemian Biergarten	2017	13th	April-13	Replaces Shugs
Bishop	1019	10th	April-13	home furnishings (owners of 3rd and Vine)
ReMax of Boulder	1320	Pearl	April-13	replaces Little Buddha
Old Glory Antiques	777	Pearl	May-13	Replaces West End Gardener
Yeti Imports	2015	Brdwy	May-13	Replaces BolderWorld
Into Earth	1200	Pearl	July-13	Replaces LeftHand Books
The Savvy Hen	1908	Pearl	July-13	
The Dragontree	1521	Pearl	July-13	Day Spa
Steele Photgraphy	2039	11th	July-13	
FlipFlopShop	1110	Pearl	August-13	Replaces Blue Skies
BOCO Fit	2100	Pearl	August-13	Fitness gym
Ceder & Hyde	2015	10th	October-13	Apparel
Fjall Raven	777	Pearl	October-13	replaces Old Glory
Lon	2037	13th	November-13	Gifts
Boulder Brands	1600	Pearl	November-13	Marketing services
Wok Eat	946	Pearl	December-13	replaces World Café
Zeal	1710	Pearl	December-13	replaces H Burger
AlexandAni	1505	Pearl	January-14	Jewelry
Made in Nature	1708	13th	January-14	Organic food products
Foundation Health	1941	Pearl	January-14	Medical office
Sforno	1308	Pearl	March-14	replaces Roma
Regus	1434	Spruce	March-14	Shared office
Cariloha	1468	Pearl	April-14	bamboo products
Explicit	2115	13th	April-14	Street ware
Fior di Latte	1433	Pearl	June-14	gelato
Goorin Bros Hat Shop	943	Pearl	June-14	Hats
Nature's Own	1215	Pearl	July-14	replaces Giaim
PMG	2018	10th	August-14	replaces Beehive
Ramble on Pearl	1638	Pearl	August-14	
VPK by Maharishi ayurve	2035	Bdwy	September-14	
Ninox	1136	Spruce	September-14	
LYFE Kitchens	1600	Pearl	October-14	former Gondolier space
Liberty Puzzles	1420	Pearl	October-14	Replaces KIdRobot
Iris Piercing/Jewelry	1713	Pearl	October-14	
Vilona Gallery	1815	Pearl	December-14	
Voss Art + Home	1537	Pearl	December-14	
Green Rush Café	2018	Brdwy	December-14	
Formation Data	1505	Pearl	December-14	
Sage Dental Care	2440	Pearl	December-14	Replaces Boulder General Denistry
Enigma Escape Room	1426	Pearl	December-14	
Endurance Conspiracy	1717	Pearl	January-15	
Organic Sandwich	1500	Pearl	January-15	
Firefly Garden	1211	Pearl	February-15	

Closed in 2013-2014

Business			Close Date	Notes

Silhouette	2115	10th	January-13	
Sensorielle	1300	13th	January-13	Moved to Lafayette
Little Buddha	1320	Pearl	February-13	Moved to Yehti Imports
Boulder Map Gallery	1708	13th	March-13	Moved to Table Mesa
Blue Skies	1110	Pearl	March-13	
Left Hand Books	1200	Pearl	March-13	
Installation	1955	Bdwy	March-13	
West End Gardener	777	Pearl	March-13	
Bolder World	2015	Bdwy	April-13	replaced by Yeti Imports
Swiss Chalet	1642	Pearl	Jun-13	
Lilli	1646	Pearl	June-13	Chelsea to replace
H Burger	1710	Pearl	June-13	
Timothy's of Colorado	1136	Spruce	July-13	
Atlas Coffee	1500	Pearl	July-13	
Sweet Bird Studio	2017	17th	July-13	
Old Glory Antiques	777	Pearl	July-13	
A Café	2018	Bdwy	September-13	
Independent Motors	250	Pearl	November-13	
Om Time	2035	Bdwy	November-13	
Boulder Mart	1713	Pearl	December-13	
Retail Therapy	1638	Pearl	December-13	
Jovie	2115	13th	December-13	
Holiday & Co	943	Pearl	January-14	
Il Caffe	1738	Pearl	January-14	converted to private event space for Frasca
Roma	1308	Pearl	January-14	being replaced by Sforno
Twirl	1727	15th	January-14	rethinking concept
Bacaro	921	Pearl	March-14	new owner/concept
Maiberry	1433	Pearl	March-14	replaced by gelato
hip consignment	1468	Pearl	March-14	moved out of Downtown
Gaiam Living	1215	Pearl	March-14	
Define Defense	1805	11th	March-14	
Julie Kate Photography	1805	11th	March-14	
Bacaro	921	Pearl	March-14	
Steele Photgraphy	2039	11th	April-14	
Trattoria on Pearl	1430	Pearl	May-14	
Into Earth	1200	Pearl	May-14	
Gypsy Wool	1227	Spurce	June-14	Moved to 30th & Arapahoe, Rebecca's took space
3rd and Vine Design	1815	Pearl	July-14	
kidrobot	1420	Pearl	August-14	
Enchanted Ink	1200	Pearl	August-14	Moved to Broomfied
Pita Pit	1509	Arapahc	August-14	
Roger the Barber	1200	Pearl	August-14	
Boulder and Beyond	1211	Pearl	September-14	
I Support U	1825	Pearl	September-14	bought building @ 47th and Valmont
GOLITE	1222	Pearl	December-14	Company bankrupcy
Mila Tibetan Carpets	1711	Pearl	January-15	
Prudential Real Estate	1505	Pearl	Fall 14	
Boulder General Denistry	2440	Pearl	December-14	Purchased by Sage Dental Care
Savvy Hen	1908	Pearl	February-15	
Future				
Business			**Open Date**	**Notes**
World of Beer	921	Pearl	Early 2015	
Sunflower Bank	18th &	Pearl	Summer 2015	
Food Lab	1825	Pearl	Spring 2015	

Newtion Running	1222	Pearl	Early 2015	

2014 Downtown Employee Survey for Transportation Report of Results

February 2015

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Contents

Figures

Executive Summary

The Ninth Downtown Employee Survey for Transportation was conducted in 2014.

The Downtown Boulder Employee Transportation Survey has been implemented eight previous times: in 1993, 1995, 1997, 1999, 2001, 2005, 2008 and 2011. Employees were targeted for inclusion in the study through a two-stage process; first a group of 350 employers was randomly chosen from a database of 1,371 organizations that included nearly all organizations within the CAGID and BID boundaries, and then employees from within the selected organization were invited to participate in the survey. Of the selected employers, once contacted, 83 agreed to participate and provided at least one completed employee survey, for an organization response rate of 24%. Not all employees within these organizations elected to participate in the survey; the employee response rate was 52%. A total of 472 completed surveys were collected from downtown employees, providing a 95% confidence interval ("margin of error") of approximately ±5%). Of these 472 surveyed employees, 126 completed the survey by paper and pencil (hard copy) and 346 completed the survey online. The businesses who participated in the study were representative of the businesses in downtown as a whole.

	Total Database		Selected for Study		Participated in Study	
Type of Company in Downtown	Number	Percent	Number	Percent	Number	Percent
Office: Technology or Web Design	183	13%	38	11%	9	11%
Office: Other	567	41%	159	45%	41	49%
Restaurant, Hotel, Retail	293	21%	84	24%	23	28%
Personal Service	121	9%	35	10%	2	2%
Other	207	15%	34	10%	8	10%
TOTAL	1371	100%	350	100%	83	100%

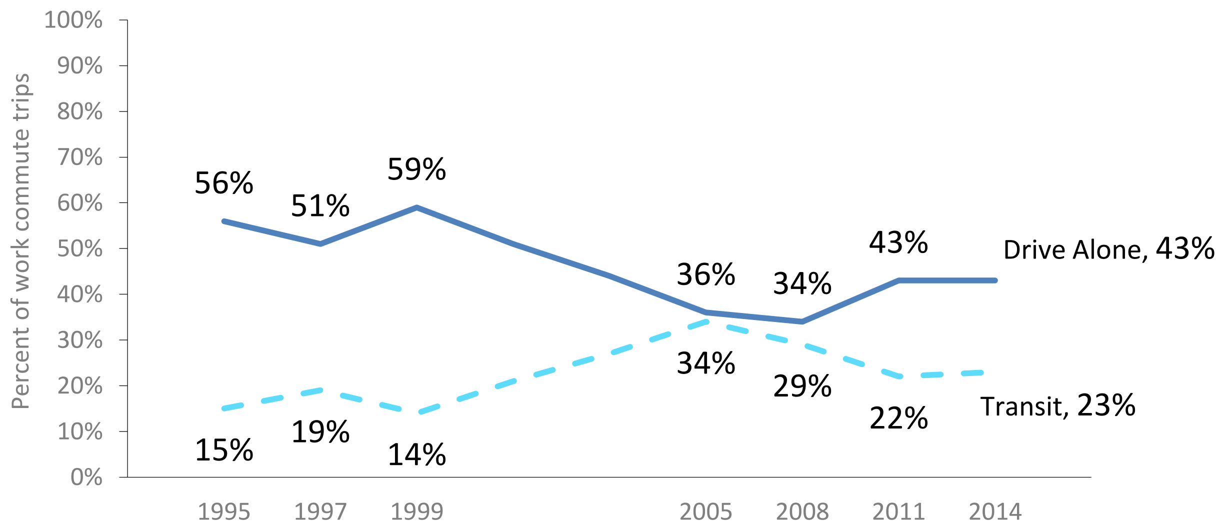
Of course, some organizations employ more people than do other organizations. To account for differing employee response rates within certain types of companies, the survey results were "weighted" (statistically adjusted) to better represent the employee population of downtown Boulder. The results can be seen in the table below. For the most part, not much adjustment was needed, although response rates were somewhat lower among restaurants, and somewhat higher among offices.

Percent of Employees by Type of Company	Downtown Business Database	Unweighted Survey Responses	Weighted Survey Responses
Office – Technology	15.6%	20.1%	18.3%
Office – Other	37.9%	44.1%	34.2%
Personal Service	4.2%	0.4%	3.8%
Hotel	3.1%	6.4%	2.7%
Restaurant	25.6%	10.6%	22.8%
Retail	13.6%	13.6%	13.3%
Unknown	0.0%	4.9%	4.9%
Total	100.0%	100.0%	100.0%

Since declining from 1999 to 2008, the proportion of work commute trips made by driving alone increased from 2008 to 2011, but leveled off in 2014.

Questions about the primary mode of transportation used for the work commute on the day the survey was taken by respondents have been asked of downtown employees since 1995. Since the baseline established in 1995, drive alone trips have decreased 13%, from 56% to 43%, in 2014. However, the trend was more complicated than that, with a share of drive alone trips of over 50% in the 1990s, but a decrease from 59% 1999 to 34% in 2008, and then a rise to 43% in 2011. Drive alone trips also accounted for 43% of the work commute trips on the survey day in 2014.

Transit trips have increased over time, from 15% in 1995 to 23% in 2014. Since the high of 34% of trips in 2005, levels of transit use had decreased somewhat, to 22% in 2011, but remained stable in 2014 at 23%.



Active transportation (biking and walking) continues to be relatively popular for the work commute, with about 2 in 10 respondents choosing these modes in 2014.

In nearly every survey year, about 20% of respondents have biked or walked to work on the day they completed the downtown employee transportation survey.

Among downtown employees who said they ever drive to work, about a third usually park in a city lot or city garage.

Employees who drove to work were asked where they parked their car when they did drive to work. About a third said they parked on a residential street without a meter. About a quarter parked in a city lot or city garage with a permit. Another 13% said they parked in a city lot or garage with cash or pre-payment. About 2 in 10 who drove said they parked in a private lot, garage or parking space. Some changes were made to the response options for this question on the 2014 survey, making results less comparable to those from previous years. However, it appears that in 2014 employees were more likely to report parking on a residential street than in past years, while parking in a garage with a permit has decreased.

Half of those completing the online version of the survey said they telecommute at least occasionally, an increase over 2011.

Those completing the questionnaire were provided with a definition of teleworking as when employees work at home instead of going into the office. They were then asked whether they ever teleworked. About half of those participating in the online version of the survey in 2014 reported telecommuting at least sometimes. This was somewhat higher than the 41% of those who completed the online version of the survey in 2011. About 16% of all online respondents in 2014 reported telecommuting once a week or more, nearly double the 8% who reported doing so in 2011.

The average distance of the work commute for downtown employees is 11.5 miles, and the average duration is almost 30 minutes.

These average commute distance and duration have remained stable over time, although had been somewhat shorter in 2005 and earlier. About half of those completing the survey in 2014 lived within the Boulder city limits, while 50% commuted into Boulder from another location.

As would be expected, those who walk or bike to work have much shorter work commutes than those who choose other modes. The average distance of the work commute for those who walked was 1.6 miles, and for those who biked was 3.0 miles.

Eight in 10 respondents reported a motor vehicle was available to them for their work commute. Nearly 1 in 10 of those vehicles is a hybrid vehicle.

Eight in 10 respondents reported a motor vehicle was available to them for their work commute, a similar proportion as had been observed since 2001, and a decline from the 1990s. In 2014, employees participating in the survey were asked about the characteristics of the vehicle available to them for their work commute, specifically whether it was a hybrid or fully electric. About 9% of the vehicles were hybrids, and 3% of respondents recognized that their vehicle was a partial zero emissions vehicle. There were no fully electric vehicles used by survey respondents.

Downtown employees who need to run work-related errands or attend meetings off-site whose employer did not provide a vehicle were more likely to drive alone for the work commute than those who did not need to travel off-site for work or whose employers provided a vehicle.

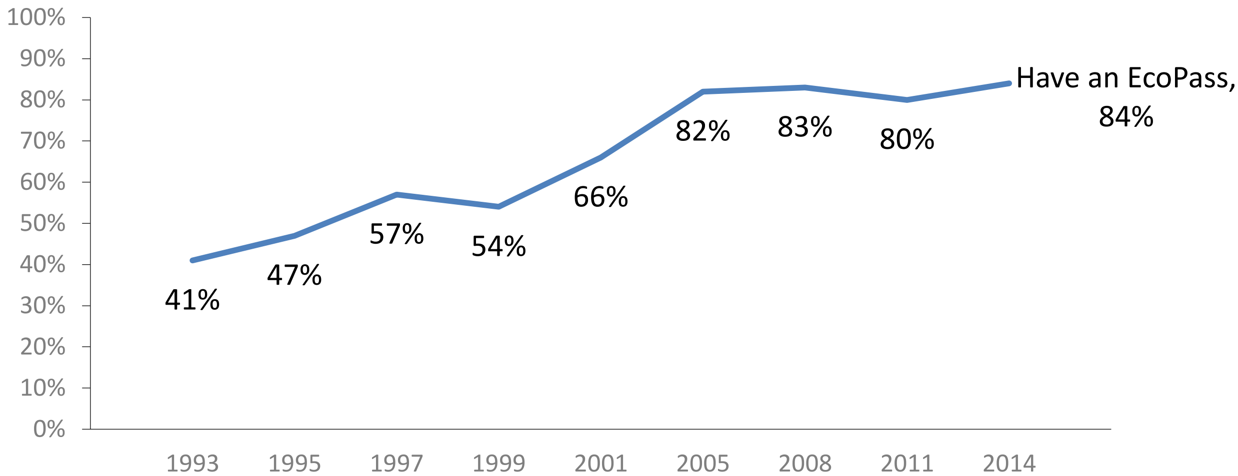
Survey participants were asked how often their job required them to run errands or attend meetings away from the primary work site. About 17% said "never." About 1 in 10 respondents said they needed to travel off-site daily, with another 3 in 10 having to travel once or more a week.

Those who reported they did have to go off-site were asked whether their employer provided transportation, or whether they had to provide their own. In nearly all cases (90%), those who were required to run errands or attend meetings away from their place of employment had to provide their own transportation.

Those who have to run work-related errands or attend off-site meetings during their workday using their own transportation were more likely to drive alone for their work commute than were those who did not have to make work-related trips during the day, or those who did make those types of trips but could use employer-provided transportation.

Eight in 10 of those completing the survey reported having an EcoPass.

A large majority, 8 in 10, of those completing the survey said they had an EcoPass of some kind. Many (37%) identified their pass as a downtown EcoPass, although 41% said they had obtained one through their employer. Presumably, for these employees, this means they received a downtown pass from their employer because they are within the CAGID boundaries, but did not recognize it as a "downtown" pass. EcoPass holdership has increased greatly since the survey was first conducted in 1993, but has held steady at about 80% since 2005.



Those who held an EcoPass were much more likely to have used transit to get to work on the day they completed the survey (27%) than those who did not hold an EcoPass (3%). Likewise, those without an EcoPass were more likely to have driven to work alone (67%) compared to those with an EcoPass.

Use of transit for work and non-work trips has remained stable since 2011, with about 4 in 10 saying they at least sometimes use the bus for non-commute trips, and 7 in 10 saying they at least occasionally use the bus for the work commute.

In 2014, the average number of non-commute trips made on the bus in a typical week was 1.4 trips; among those who said they made at least one bus trip in a typical week the average number of non-work commute bus trips was 3.2 trips.

Nearly all of those who completed the online version of the survey in 2014 (95%) reported going to Denver International Airport (DIA) at least once in the past year for personal or business trips, similar to what had been observed among the online respondents in 2011. Of those who made trips to DIA, they averaged 8.3 trips during the past year. Respondents also were asked to indicate what mode they used for each trip to DIA. About 4 in 10 trips were made by driving to or from the airport, and parking at the airport. A quarter of the trips were made by having someone else drop off or pick up the respondent. The skyRide with EcoPass was used for about 3 in 10 trips, skyRide with paid fare or a commercial van service was used for less than 5% of trips. These proportions were similar to what had been observed in 2011.

Report of Results

Survey Background

The Downtown Boulder Employee Transportation Survey has been implemented eight previous times: in 1993, 1995, 1997, 1999, 2001, 2005, 2008 and 2011. For the first implementation in 1993, the survey was administered by telephone. In subsequent implementations, however, a drop-off/pick-up methodology was employed, as described below.

Before 2005, data for the Downtown Boulder Employee Transportation Survey was always conducted in the fall months. A similar effort for all Boulder County or Boulder Valley employees was conducted in the summer of the same years. In 2005, it was decided that these efforts could be combined to achieve some cost savings for the involved agencies. The same set of questions were used across the study groups, to allow comparisons as possible, and to realize the cost-efficiency savings.

Employees were targeted for inclusion in the study through a two-stage process; first a group of 350 employers was randomly chosen from a database of 1,371 organizations that included nearly all organizations within the CAGID and BID boundaries, and then employees from within the selected organization were invited to participate in the survey. Of the selected employers, once contacted, 83 agreed to participate and provided at least one completed employee survey, for an organization response rate of 24%. Not all employees within these organizations elected to participate in the survey; the employee response rate was 52%. Survey results were statistically adjusted to better represent employees in the downtown area, compensating for the lesser response from certain types of organizations.

A total of 472 completed surveys were collected from downtown employees, providing a 95% confidence interval ("margin of error") of approximately ±5%). Of these 472 surveyed employees, 126 completed the survey by paper and pencil (hard copy) and 346 completed the survey online. The businesses who participated in the study were representative of the businesses in downtown as a whole.

	Total Database		Selected for Study		Participated in Study	
Type of Company in Downtown	Number	Percent	Number	Percent	Number	Percent
Office: Technology or Web Design	183	13%	38	11%	9	11%
Office: Other	567	41%	159	45%	41	49%
Restaurant, Hotel, Retail	293	21%	84	24%	23	28%
Personal Service	121	9%	35	10%	2	2%
Other	207	15%	34	10%	8	10%
TOTAL	1371	100%	350	100%	83	100%

In 2014, the hard copy survey was shortened to be only 2 pages, as there had been complaints in years' past about the length of the survey when administered by pencil and paper. Responses to questions that were only asked of those who completed the online survey are noted in the report. For these tables, web-only responses from 2011 are shown, to allow a more fair comparison.

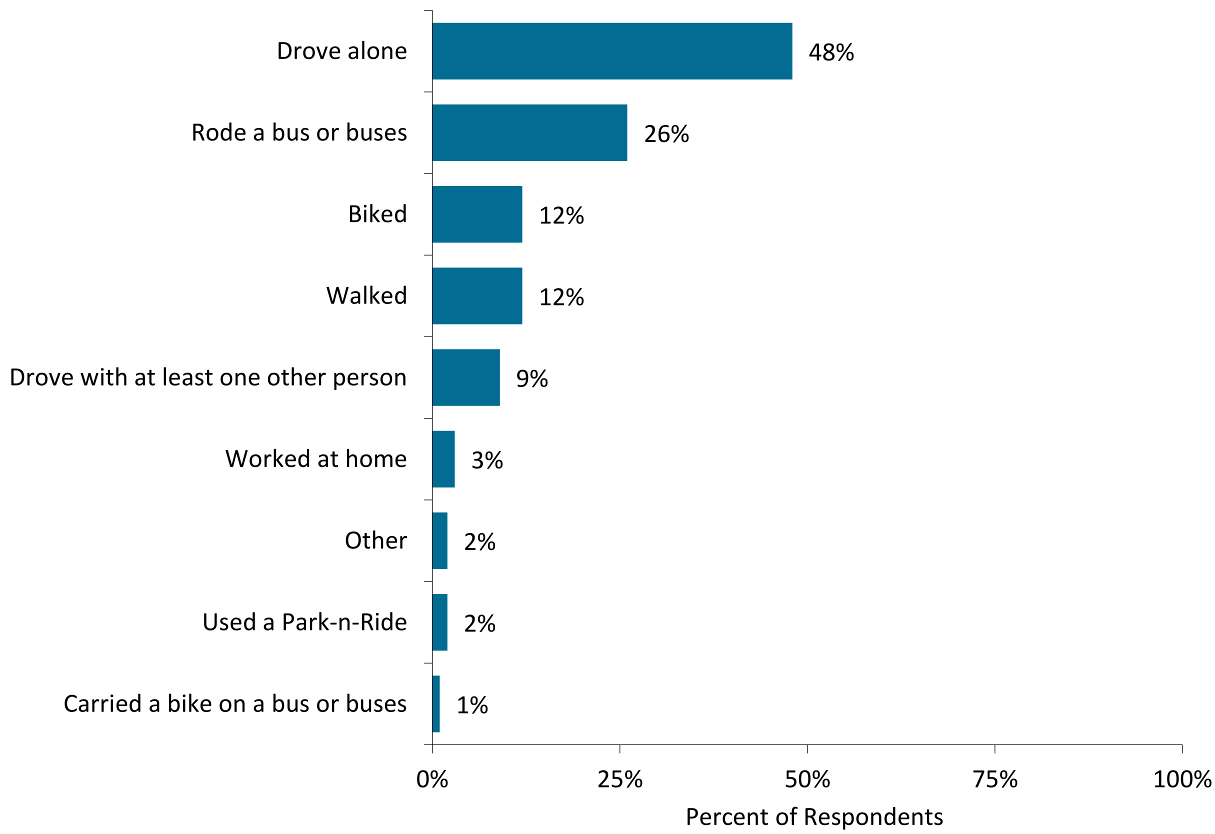
More information about the survey methodology can be found in *Appendix D: Survey Methodology*. A copy of the cover letters and survey given to employees can be found in *Appendix E: Survey Instrument*.

Modal Share of the Work Commute

One of the main purposes of the Downtown Employee Transportation Survey is to determine the "modal share" of trips made to and from the place of employment by those who work in downtown Boulder; that is, the proportion of work commute trips made via each method of transportation. Two questions on the survey completed by employees permitted an estimation of the work commute modal share. Because it may be socially desirable for respondents to over-estimate their use of alternate travel modes (other than driving alone), as there are many messages and influences in Boulder to encourage the use of alternative modes of transportation, the survey asked respondents how they got to work on the day they completed the questionnaire, which generally results in a more accurate response. Respondents could choose more than one mode – as many modes as they had used on that day. In addition, respondents were asked how they commuted in a typical week, allowing them to show that they may use different modes on different days.

As shown in Figure 1, 48% of respondents drove alone for at least a portion of their work commute on the day the completed the survey. About a quarter of respondents rode a bus for at least a portion of their commute. About 1 in 10 respondents biked for at least a segment of their commute, and 1 in 10 walked for at least a portion.

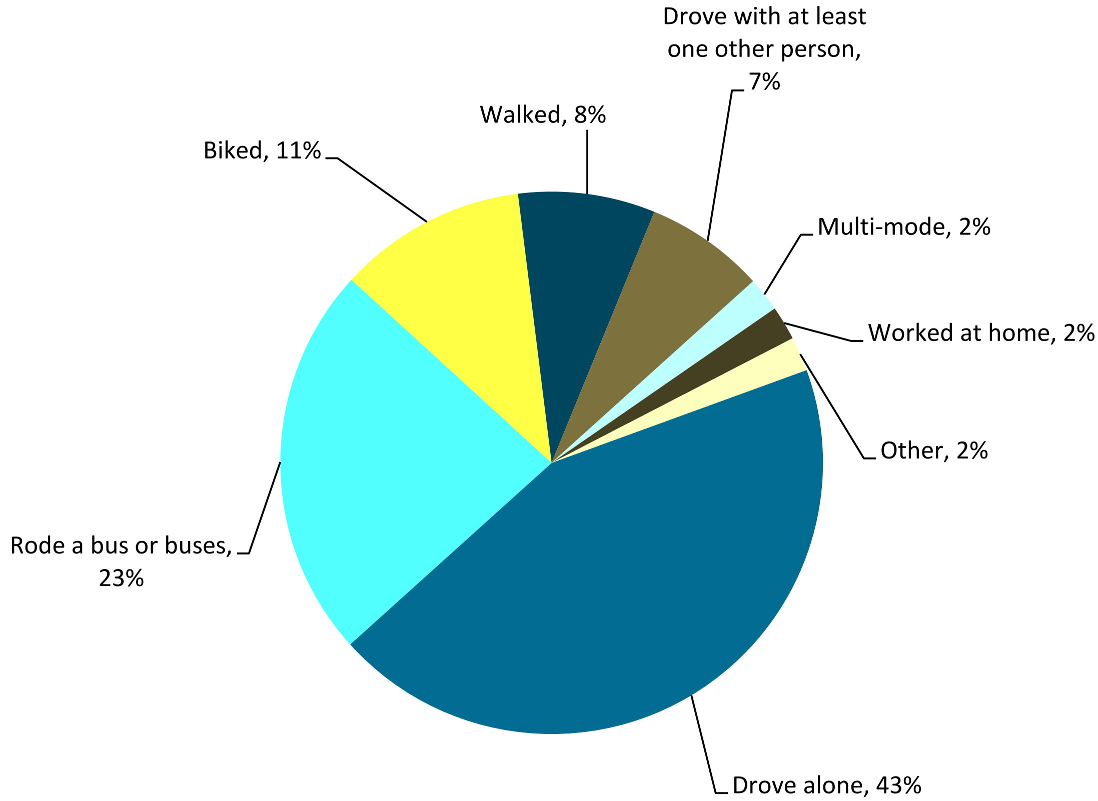
Figure 1: Modal Share of Work Commute on Survey Day, 2014



**Percents may add to more than 100% as respondents could give more than one answer.*

Each respondent was assigned a “primary” mode for the work commute on the survey day, in order to create a modal share estimate that sums to 100%. If a respondent drove alone and took a bus, or if they walked and took a bus, they were assigned bus as their primary mode. Other combinations of modes were combined into a “multi-mode” category. Using this categorization, about 4 in 10 respondents drove alone as their primary mode for the work commute on the day they completed the survey, and about 2 in 10 respondents rode a bus or buses.

Figure 2: Primary Mode of Work Commute on Survey Day, 2014



Questions about the work commute have been asked of downtown employees since the first survey was implemented in 1993. However, the 1993 and 2001 surveys did not include a question that asked about the work commute on the day of the survey. Figure 3 shows the change, or "shift," over time in the primary work commute mode on the day of the survey of downtown employees. Since the baseline established in 1995, drive alone trips have decreased 13%, from 56% to 43%, while transit trips have increased, from 15% in 1995 to 23% in 2014. Since 2005, levels of transit use had decreased somewhat, but leveled off in 2014 compared to 2011. Levels of driving alone had increased in 2011 compared to 2008, but remained stable from 2011 to 2014.

Figure 3: Modal Shift of Work Commute (Primary Mode), 1995-2014

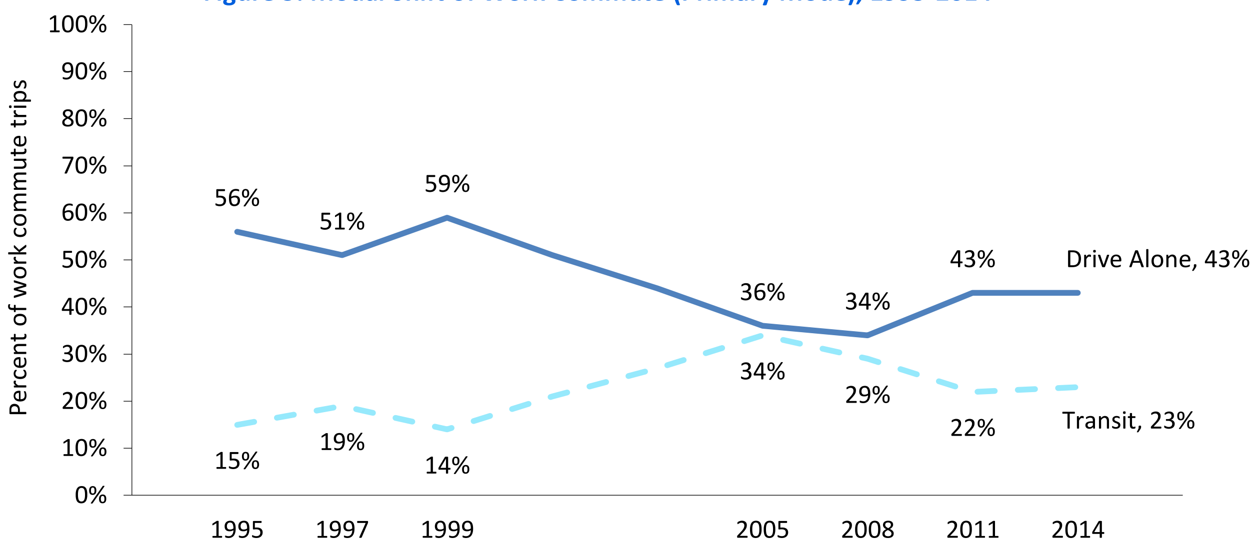


Figure 4 displays the mode choice over time for the work commute for all transportation modes. The mode share of the primary work commute has remained stable in 2014 compared to 2011.

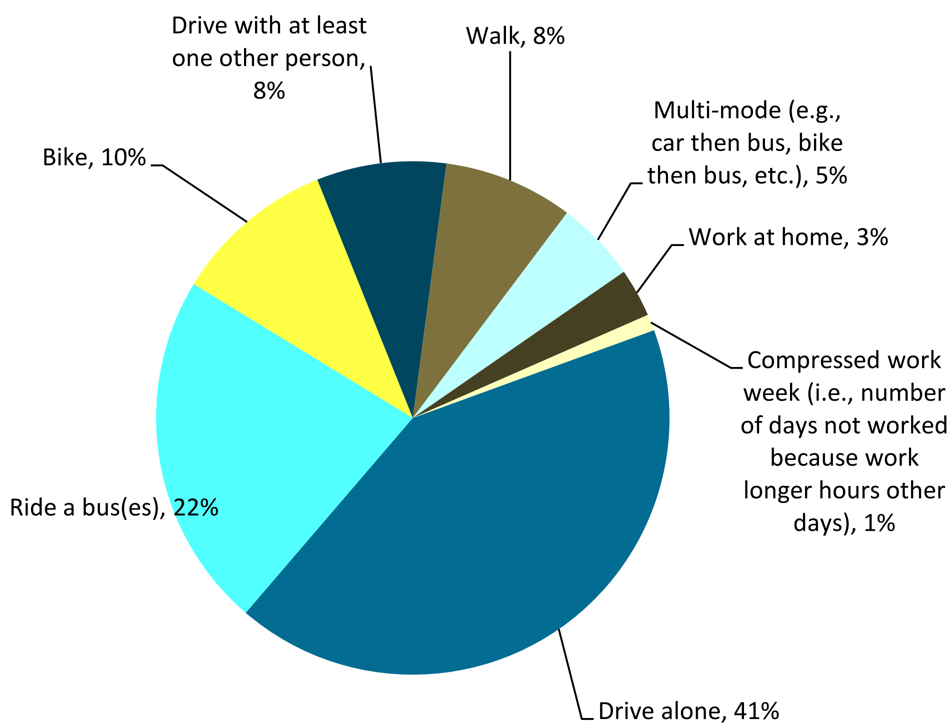
Figure 4: Travel Mode Used for Work Commute on Survey Day, 1995-2014

What was your primary mode of transportation to work today?	Survey Year							Modal Shift, 2011-2014
	2014	2011	2008	2005	1999	1997	1995	
Drove alone	43%	43%	34%	36%	59%	51%	56%	0%
Drove with at least one other person	7%	5%	6%	9%	8%	7%	7%	+2%
Walked	8%	10%	8%	8%	8%	10%	10%	-2%
Biked	11%	14%	13%	6%	8%	11%	11%	-3%
Rode a bus or buses	23%	22%	29%	34%	14%	19%	15%	+1%
Multi-mode	2%	6%	9%	6%	1%	2%	N/A	-4%
Worked at home	2%	0%	0%	0%	N/A	N/A	N/A	+2%
Other*	2%	<1%	1%	1%	2%	1%	1%	+1%
Total	100%	100%	100%	100%	100%	100%	100%	----

**In years 1995-1999, the "Other" category included "Work at home."*

One question asked how many days various modes of transportation were used for the commute to work during a typical week. Driving alone was the most common form of transportation used during a typical week, accounting for 41% of trips. Riding a bus was next, used for 22% of trips. Multi-mode trips, which often included a bus, accounted for 5% of work commute trips in a typical week. Walking was used for 8% of trips, and biking for 10% of trips. Carpooling was used for 8% of trips, about 1% of days on average were not worked due to a compressed work week, and about 3% of work commute trips were replaced by working at home.

Figure 5: Modal Share of Work Commute Trips During a "Typical" Week, 2014



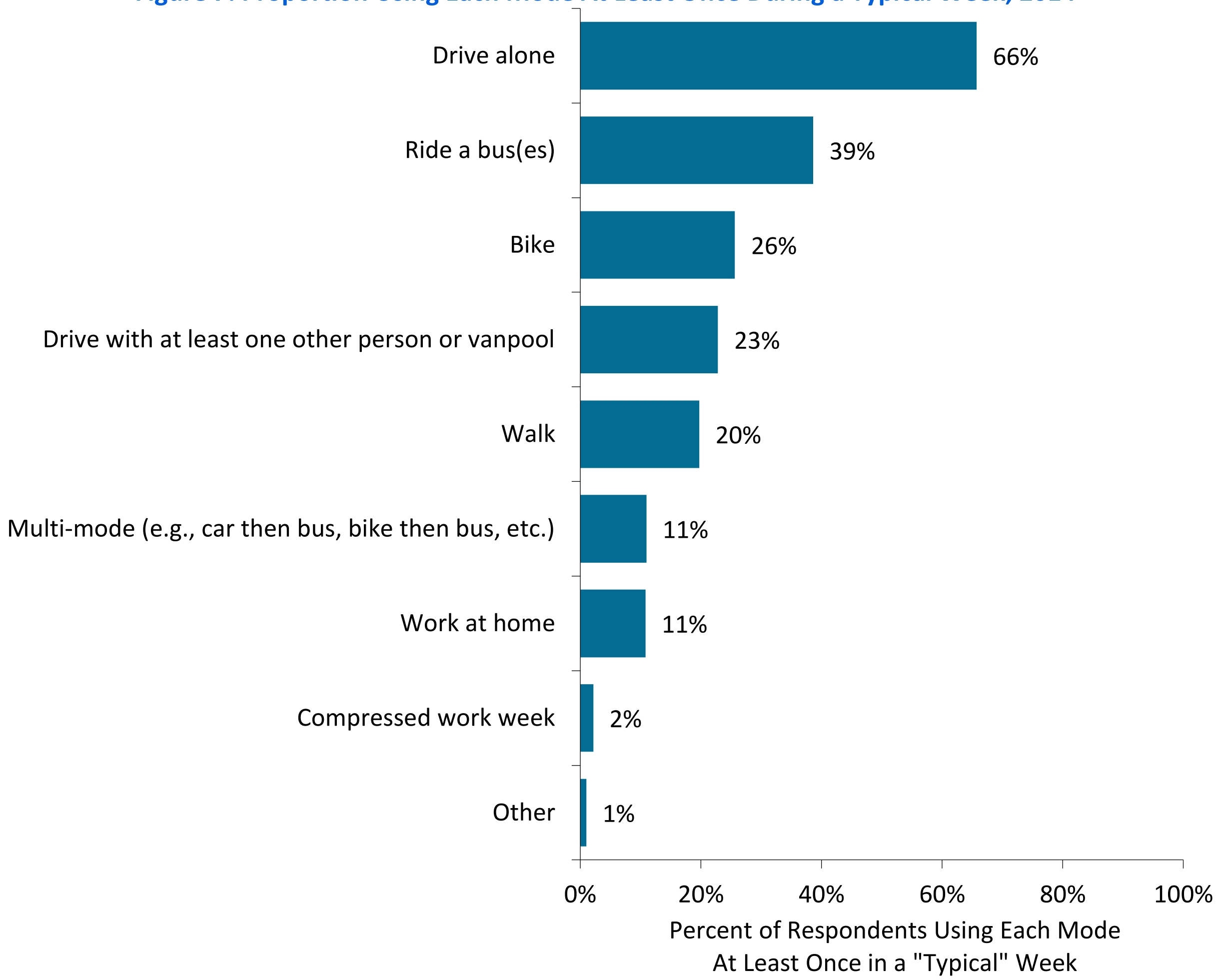
When examining the modal share of work commute trips during a typical week over time, there was an increase in the proportion of work commute trips made by driving alone in 2014 compared to 2011 and earlier (see Figure 6 below). The increase in drive alone trips resulted in fewer work commute trips made by biking in a typical week. However, as seen previously, drive alone trips for the work commute on the day that respondents completed the survey did not change in 2014 compared to 2011 (see Figure 4).

Figure 6: Modal Share of Work Commute Trips During a "Typical" Week, 2011-2014

Average percent of work commute trips made by each mode during a typical week	2014	2011	2008	2005	Modal Shift, 2011-2014
Drive alone	41%	34%	35%	36%	+9%
Ride a bus(es)	22%	24%	26%	28%	-2%
Bike	10%	16%	14%	8%	-10%
Drive with at least one other person	8%	8%	7%	10%	0%
Walk	8%	9%	10%	8%	-1%
Multi-mode (e.g., car then bus, bike then bus, etc.)	5%	7%	6%	9%	-2%
Work at home	3%	1%	2%	1%	+2%
Compressed work week (i.e., number of days not worked because work longer hours other days)	1%	2%	NA	NA	+1%
Other	1%	0%	0%	1%	+1%
Total	100%	100%	100%	100%	----

The typical work week commute responses were further analyzed to see what proportion of respondents used each mode at least once during a typical week. About two-thirds of respondents drove alone one or more days a week; this means that about one-third of respondents reported never driving alone for the work commute in a typical week. Nearly 4 in 10 respondents said they rode a bus for the work commute at least one day during a typical week. About 1 in 10 teleworked at least one day during a typical week.

Figure 7: Proportion Using Each Mode At Least Once During a Typical Week, 2014



Characteristics of the Work Commute

In addition to answering questions about the mode(s) of transportation used for the work commute, downtown employees participating in the survey also reported on other characteristics of their work commute. The average distance of a downtown employee's work commute was 11.5 miles, while the average duration was approximately 30 minutes. Those who biked or walked to work the day they completed the survey lived, on average, much closer to work than those who used other modes of travel for their work commute. The average distance and duration of the work commute of downtown employees has remained stable since 2011.

Figure 8: Average Distance of the Work Commute by Mode Used for Work Commute on Survey Day, 1997-2014

Primary Mode of Transportation	About how far is your home from work? (Average Number of Miles)							
	2014	2011	2008	2005	2001	1999	1997	1995
Drove alone	12.7	11.8	11.3	10.9	10.7	11.5	12.8	10.2
Drove with at least one other person	13.9	8.4	8.8	6.6	11.8	12.0	16.0	9.7
Walked	1.6	1.0	1.1	0.9	1.6	0.6	1.1	1.1
Biked	3.0	2.5	2.9	1.8	1.6	2.8	2.0	2.2
Rode a bus or buses	12.0	16.8	18.2	10.3	10.6	10.2	13.2	10.4
Multi-mode	20.0	14.8	13.7	3.9	12.6	12.2	15.5	NA
Other	6.6	1.2	2.7	3.5	NA	NA	NA	NA
OVERALL	11.5	10.9	11.4	7.9	9.6	9.4	10.8	8.5

Figure 9: Average Duration of the Work Commute by Mode Used for Work Commute on Survey Day, 2005-2014

Travel Mode Used for Work Commute on Survey Day	About how many minutes did it take? (Average Number of Minutes)			
	2014	2011	2008	2005
Drove alone	25	25	22	22
Drove with at least one other person	30	18	19	27
Walked	20	12	13	11
Biked	15	11	12	15
Rode a bus or buses	41	43	46	32
Multi-mode	63	44	43	29
Other	40	5	12	8
OVERALL	28.5	28.7	29.7	25.0

About one half of all downtown employees surveyed reported living within five miles of work. About one in four lived between 11 and 20 miles from work (see Figure 10). As would be expected, those who lived closer to work were more likely to walk or use a bike for their work commute; no respondents who lived more than 5 miles from their place of employment walked to work the day they completed the questionnaire (see Figure 12).

Figure 10: Distance of Work Commute, 2014

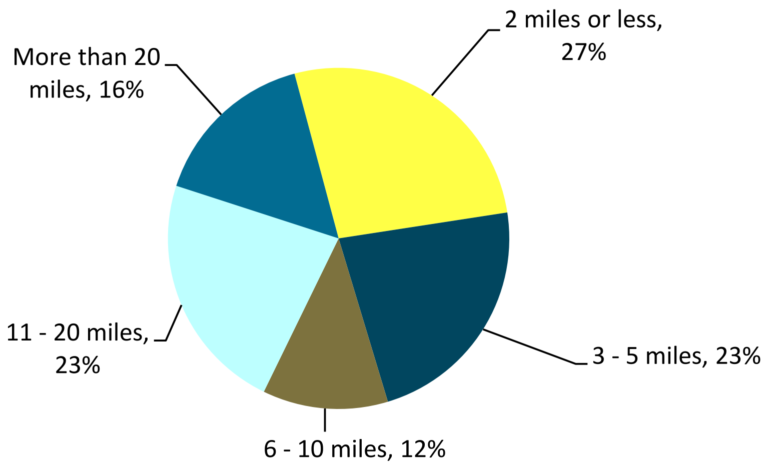


Figure 11: Distance of Work Commute, 2005-2014

About how far is your home from work?	Percent of Respondents 2014	2011	2008	2005
2 miles or less	27%	27%	27%	31%
3 - 5 miles	23%	24%	24%	26%
6 - 10 miles	12%	8%	8%	18%
11 - 20 miles	23%	24%	21%	15%
More than 20 miles	16%	17%	19%	9%
Total	100%	100%	100%	100%

Figure 12: Travel Mode Used for Work Commute on Survey Day by Distance of Work Commute, 2014

Primary Travel Mode Used for Work Commute on Survey Day	Distance of Work Commute 0-2 miles	3-5 miles	6-10 miles	11-20 miles	over 20 miles
Drove alone	35%	39%	31%	62%	49%
Drove with at least one other person	3%	6%	9%	10%	11%
Walked	28%	2%	2%		
Biked	21%	17%	7%	2%	
Rode a bus or buses	7%	29%	44%	22%	26%
Multi-mode	1%	1%		2%	7%
Worked at home	1%	2%	6%	1%	6%
Other	3%	4%			1%
Total	100%	100%	100%	100%	100%

When asked where they lived, about half of respondents said they lived in Boulder (see Figure 13). Those living outside Boulder were more likely to drive alone than were those who lived in Boulder (see Figure 14 below). As would be expected, those who lived in Boulder were more likely to walk or bike for the work commute than were those who lived outside of Boulder (see Figure 15 on the next page).

Figure 13: Location of Respondent Home, 2014

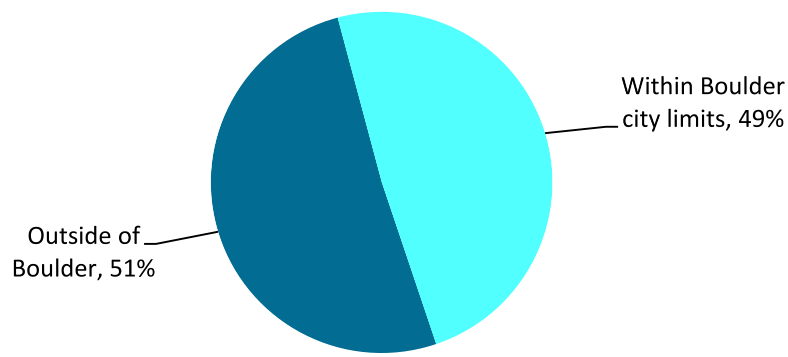


Figure 14: Travel Mode Used for Work Commute on Survey Day by Location of Respondent Home, 2014

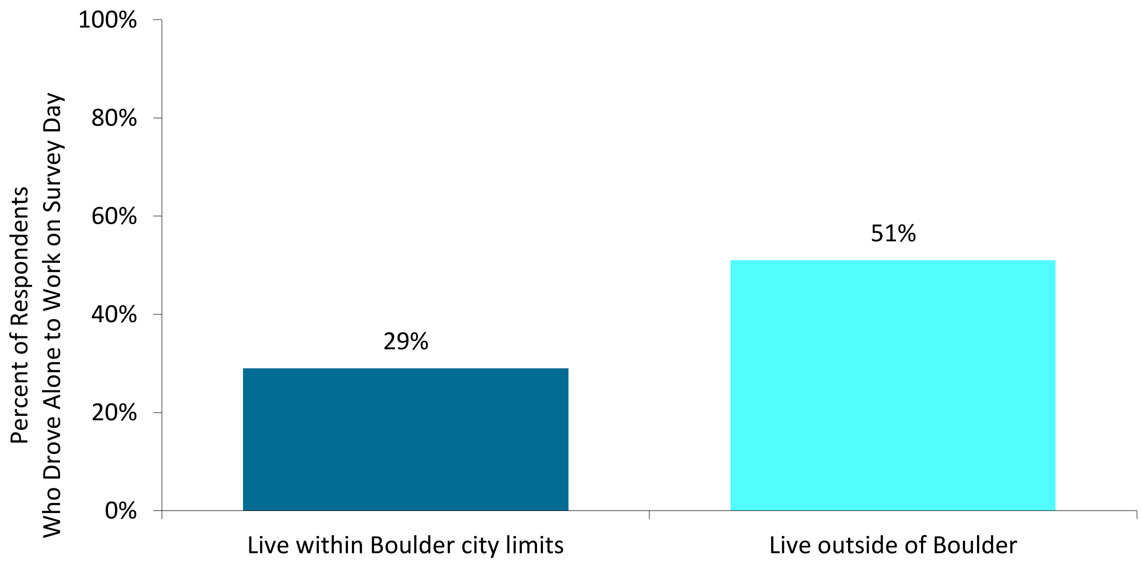


Figure 15: Work Commute by City of Residence, 1995-2014

How did you get to work today?	2014		2011		2008		2005		2001		1999		1997		1995	
	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations	Boulder	Other locations
Drove alone	29%	51%	33%	53%	29%	41%	30%	44%	50%	71%	50%	73%	41%	64%	45%	73%
Drove with at least one other person	7%	9%	6%	5%	5%	7%	10%	7%	5%	5%	7%	10%	5%	9%	7%	7%
Walked	15%	1%	19%	0%	15%	0%	15%	0%	10%	<1%	12%	<1%	1%	3%	N/A	N/A
Biked	20%	2%	25%	2%	21%	4%	11%	1%	14%	<1%	14%	<1%	19%	0%	17%	1%
Rode a bus or buses	23%	29%	10%	34%	22%	36%	29%	41%	17%	18%	14%	14%	16%	22%	12%	18%
Multi-mode	2%	4%	5%	6%	7%	11%	4%	8%	3%	3%	1%	<1%	1%	3%	N/A	N/A
Worked at home	1%	4%	0%	0%	0%	0%	0%	0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other*	3%	1%	1%	0%	1%	0%	1%	0%	12%	>1%	2%	1%	1%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**In years 1995-1999, the "Other" category included "Work at home."*

Approximately two-thirds of downtown employees participating in the study usually arrived at work between 8:00 am and 10:00 am. About 4% arrived before 7:00 am and 8% arrived during the 7:00 am hour. Only 18% worked shifts for which they arrived at work at 11:00 am or later (see Figure 16 and Figure 18). Employee departure times are similarly peaked; 45% said they leave during the 5:00 pm hour, with only 11% leaving during the 4:00 pm hour and another 18% leaving during the 6:00 pm hour (see Figure 17 and Figure 18).

Figure 16: Employees' Arrival Time at Work, 2014

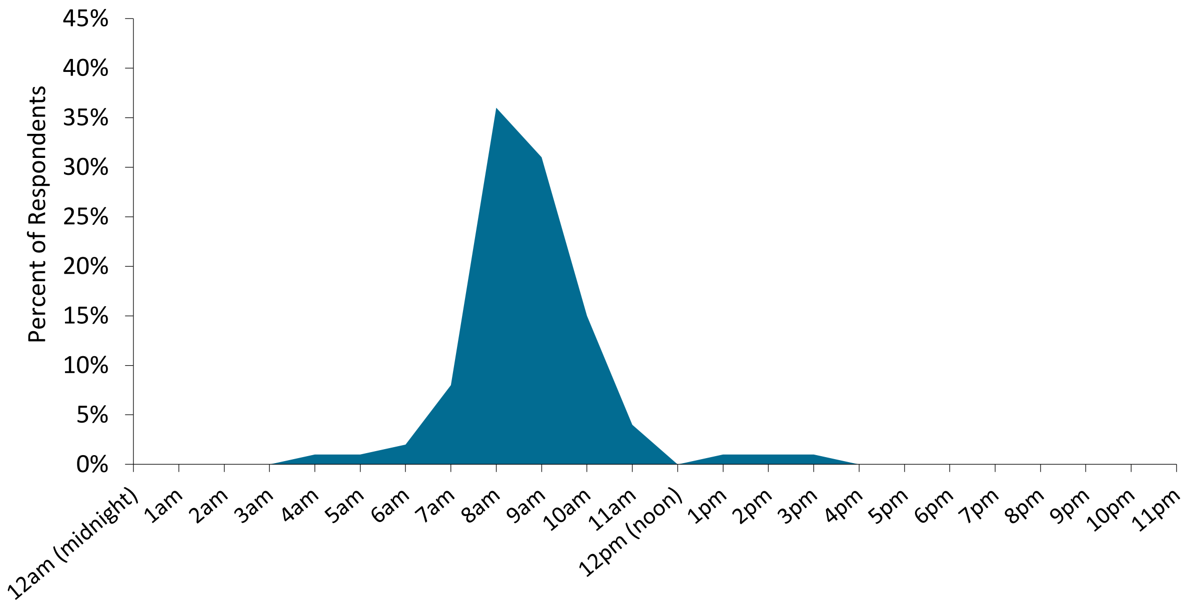


Figure 17: Employees' Work Departure Time

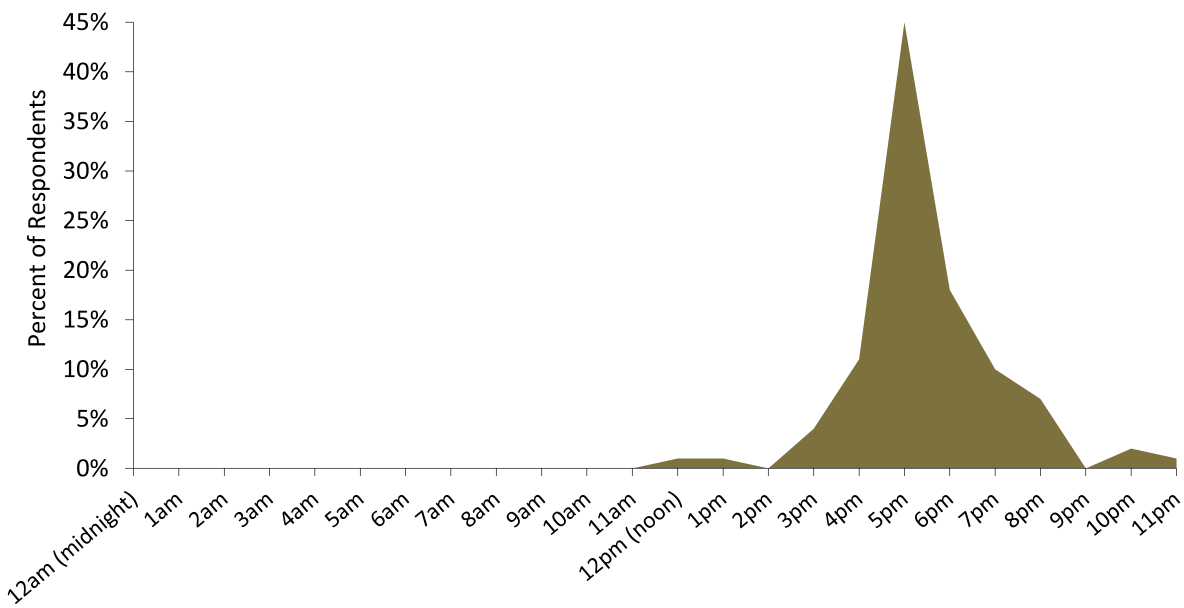


Figure 18: Work Arrival and Departure Times, 2014

Hour of the Day	Percent of Respondents	
	Arrival Time	Departure Time
12:00 am (midnight)	0%	0%
1:00 am	0%	0%
2:00 am	0%	0%
3:00 am	0%	0%
4:00 am	1%	0%
5:00 am	1%	0%
6:00 am	2%	0%
7:00 am	8%	0%
8:00 am	36%	0%
9:00 am	31%	0%
10:00 am	15%	0%
11:00 am	4%	0%
12:00 pm (noon)	0%	1%
1:00 pm	1%	1%
2:00 pm	1%	0%
3:00 pm	1%	4%
4:00 pm	0%	11%
5:00 pm	0%	45%
6:00 pm	0%	18%
7:00 pm	0%	10%
8:00 pm	0%	7%
9:00 pm	0%	0%
10:00 pm	0%	2%
11:00 pm	0%	1%
Total	100%	100%

Eight in 10 respondents reported a motor vehicle was available to them for their work commute, a similar proportion as had been observed since 2001, and a decline from the 1990s.

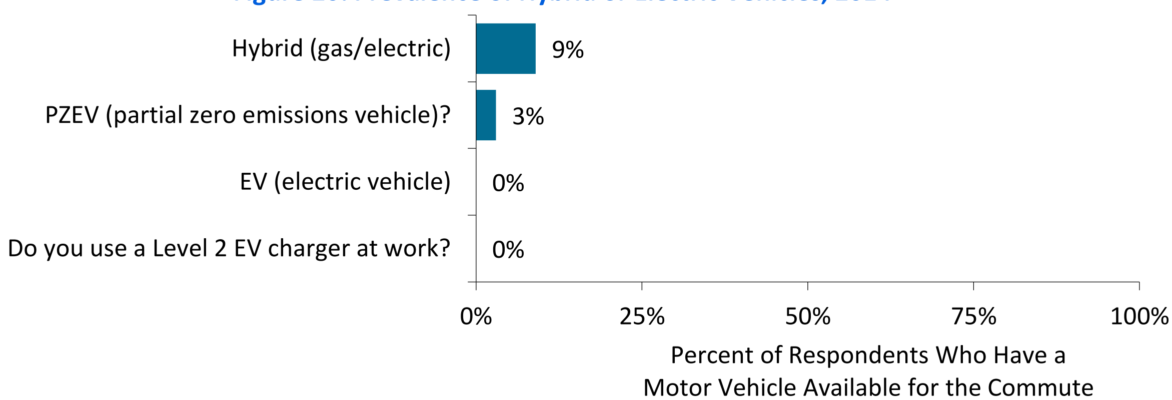
Figure 19: Vehicle Availability for the Work Commute, 1993-2014

Is a car or other motor vehicle usually available to you for commuting to work?	2014	2011	2008	2005	2001	1999	1997	1995	1993
Yes	80%	78%	83%	78%	80%	85%	85%	85%	91%
No (or sometimes*)	20%	22%	17%	22%	20%	14%	15%	15%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

** "Sometimes" was not an option in from 2005 and later*

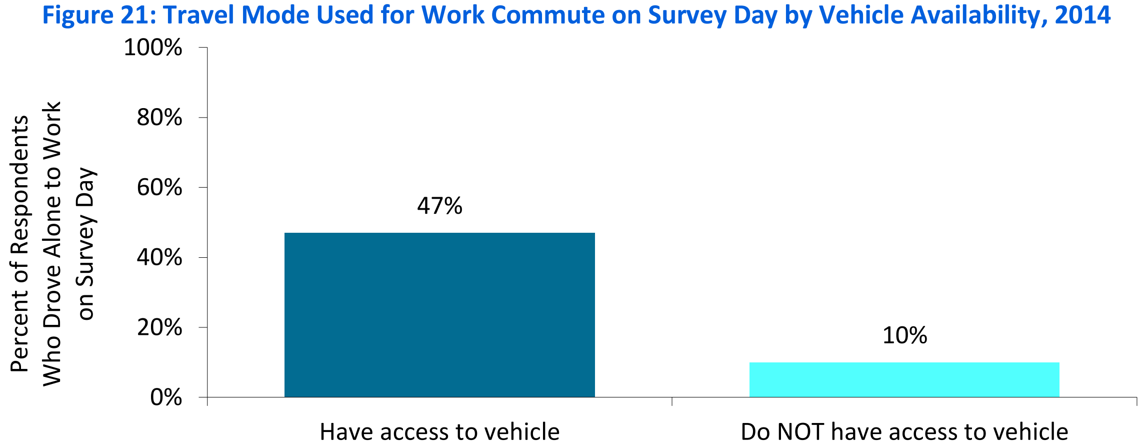
In 2014, employees participating in the survey were asked about the characteristics of the vehicle available to them for their work commute, specifically whether it was a hybrid or fully electric. About 9% of the vehicles were hybrids, and 3% of respondents recognized that their vehicle was a partial zero emissions vehicle. There were no fully electric vehicles used by survey respondents.

Figure 20: Prevalence of Hybrid or Electric Vehicles, 2014



Access to a motor vehicle is a strong predictor of commuting in a single-occupancy vehicle. Among downtown employees; 47% of those with access to a motor vehicle drove alone to work on the day they completed the survey, while 10% of those without access were still able to do so.

Figure 21: Travel Mode Used for Work Commute on Survey Day by Vehicle Availability, 2014



As seen in previous survey years, most (86%) of the privately operated vehicles used for the work commute were occupied by only the driver. The average vehicle occupancy was 1.17 persons per vehicle. The average vehicle occupancy of vehicles with more than one person was 2.2 persons per vehicle.

Figure 22: Vehicle Occupancy, 1995-2014

Number of People in Automobiles for the Work Commute	2014	2011	2008	2005	2001	1999	1997	1995
All Vehicles								
One (self)	86%	89%	95%	92%				
Two (self plus one)	12%	5%	4%	3%				
Three (self plus two) or more	3%	6%	1%	4%				
Total	100%	100%	100%	100%				
Average Vehicle Occupancy, All Vehicles	1.17	1.19	1.10	1.12				
Multiple Occupancy Vehicles								
One (in addition to self)	82%	50%	57%	58%	68%	60%	63%	56%
Two or more (in addition to self)	18%	50%	43%	42%	32%	40%	37%	44%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Average Vehicle Occupancy, Multiple-Occupancy Vehicles	2.2	2.7	2.5	2.6	2.5	2.5	2.5	3.2

Over half of those who responded to the survey said they had not made any stops on the way home from work on the previous workday. Of those who did make stops, the average number of stops made was 1.6.

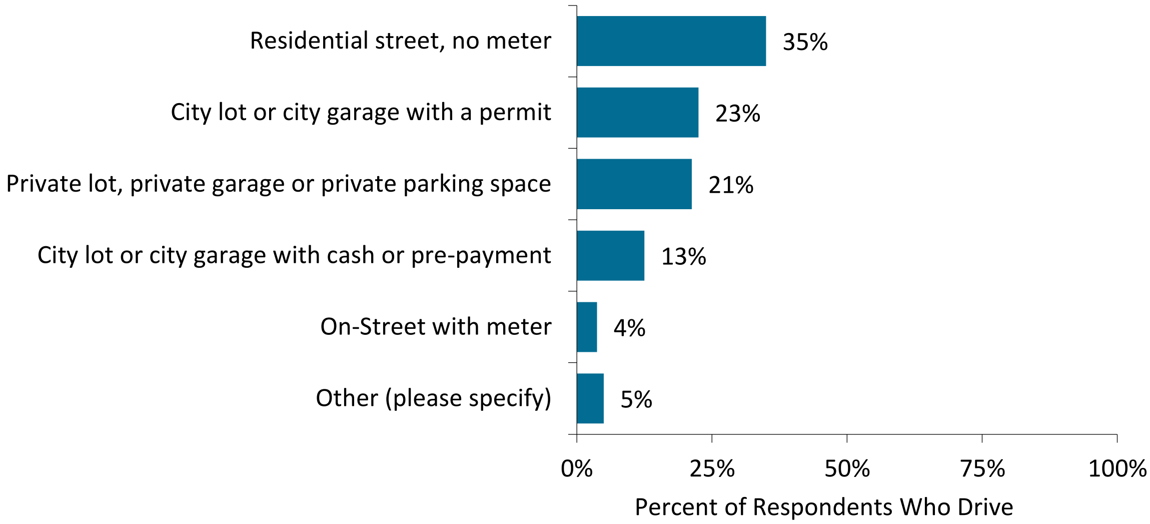
Figure 23: Stops on the Way Home from Work, 2008-2014

Yesterday, or on the last day you worked, how many stops did you make on your way home?	2014	2011	2008
0 (straight home from work)	43%	56%	64%
1 stop	37%	24%	23%
2 stops	12%	15%	9%
3 stops	3%	2%	3%
5 + stops	2%	4%	0%
Total	100%	100%	100%
Average Number of Stops Made by All Respondents	0.9	0.3	0.8
Average Number of Stops Made by Those Making Any Stops	1.6	1.7	1.5

Employee Parking

Employees who drove to work were asked where they parked their car when they did drive to work. About a third said they parked on a residential street without a meter. About a quarter parked in a city lot or city garage with a permit. Another 13% said they parked in a city lot or garage with cash or pre-payment. About 2 in 10 who drove said they parked in a private lot, garage or parking space.

Figure 24: Type of Parking Used by Downtown Employees, 2014



Some changes were made to the response options for this question on the 2014 survey, making results less comparable to those from previous years. However, it appears that in 2014 employees were more likely to report parking on a residential street than in past years, while parking in a garage with a permit has decreased.

Figure 25: Type of Parking Used by Downtown Employees, 2005-2014

When you drive a car to work, where do you usually park?	2014	2011	2008	2005
Residential street, no meter	35%	15%	18%	23%
2014: Not asked 2005-2011: Residential street with a permit (NPP)		3%	4%	3%
2014: Parking lot or structure with permit/ 2005-2011: City lot or city garage with a permit	23%	48%	38%	28%
2014: Private lot, private garage or private parking space/ 2005-2011: Parking lot, structure or parking space, no charge	21%	23%	29%	29%
2014: City lot or city garage with cash or pre-payment 2005-2011: Parking lot or structure with cash payment	13%	2%	6%	9%
Street with meter	4%	6%	3%	3%
Other	5%	4%	2%	6%
Total	100%	100%	100%	100%

Other Trips Made During the Work Day

Those completing the survey were asked how many one-way trips they made during the previous workday, not including the work commute. Over half said they had made no trips during their previous workday, similar to what had been observed in 2011 among those who had completed the survey online. Over half of the workday trips in 2014 were made by driving alone, a greater percent than had been observed in 2011 (see Figure 27).

Figure 26: Number of Non-Commute Work Day Trips, 2011-2014
(In 2014, only asked of those who did the online survey)

How many one-way trips did you make during your workday yesterday (or on the last day you worked), not including your work commute?	2014 (web only)	2011 web-only	2011
No trips	55%	57%	61%
1 trip	8%	7%	6%
2 trips	20%	27%	22%
3 or more trips	17%	9%	12%
Total	100%	100%	100%
Average number of trips, all respondents	**1.2 trips**	**1.0 trips**	**1.0 trips**
Average number of trips, those making at least one trip	**2.7 trips**	**2.3 trips**	**2.5 trips**

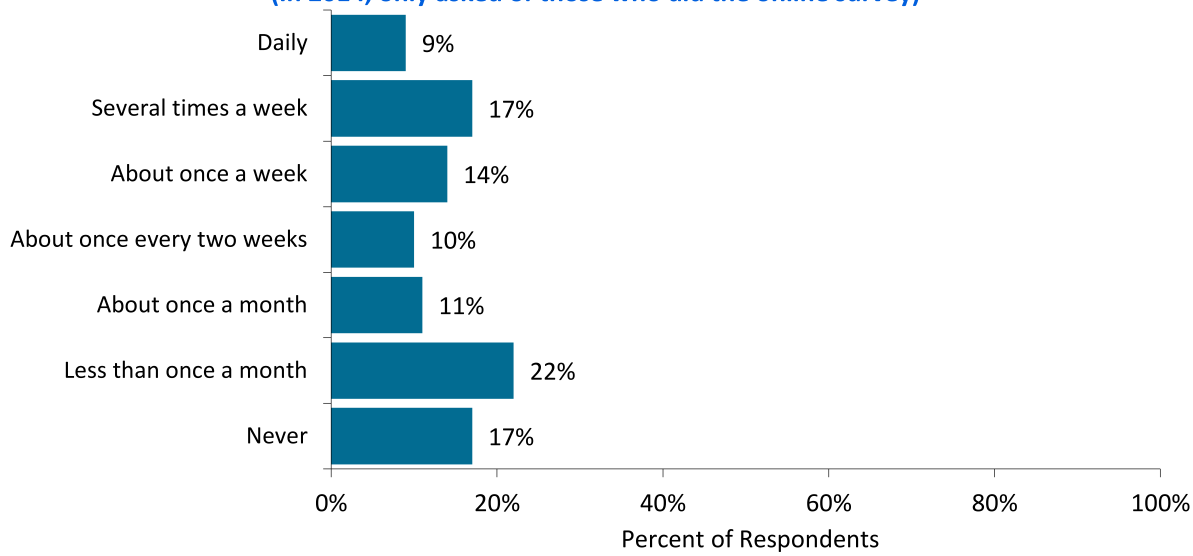
Figure 27: Mode of Non-Commute Work Day Trips, 2005-2014
(In 2014, only asked of those who did the online survey)

	Percent of Non-Commute Trips*				
What method(s) of travel did you use for non-commute workday trips during your workday yesterday?	2014 (web only)	2011 web only	2011	2008	2005
Drove alone	55%	37%	36%	33%	35%
Drove with at least one other person	6%	5%	6%	9%	6%
Multi-mode (e.g., car then bus, bike then bus, etc.)	0%	0%	<1%	0%	1%
Walked	29%	37%	37%	36%	38%
Biked	6%	13%	12%	13%	7%
Rode a bus(es)	3%	6%	9%	7%	13%
Other	1%	0%	0%	2%	0%
Used eGo Car Share	0%	0%	0%	NA	NA
Used Boulder B-cycle	0%	1%	1%	NA	NA

**Percents may add to more than 100% as respondents were allowed more than one response*

Survey participants were asked how often their job required them to run errands or attend meetings away from the primary work site. About 17% said "never" (see Figure 28). In 2011, a question was first posed to respondents asking whether their job requires them to run errands or attend meetings away from the work site, and then those whose job did require off-site travel were asked how frequently. A larger proportion in 2011 said their job does not require off-site travel (60% of all respondents, 55% of those who completed the survey online) than said they "never" have to travel off-site for their job in 2014. These differences are likely due to the difference in the way the question was asked. About 1 in 10 respondents said they needed to travel off-site daily, with another 3 in 10 having to travel once or more a week.

Figure 28: Frequency of running work-related errands or attending off-site meetings, 2014 (In 2014, only asked of those who did the online survey)



Those who reported they did have to go off-site were asked whether their employer provided transportation, or whether they had to provide their own. In nearly all cases, those who were required to run errands or attend meetings away from their place of employment had to provide their own transportation.

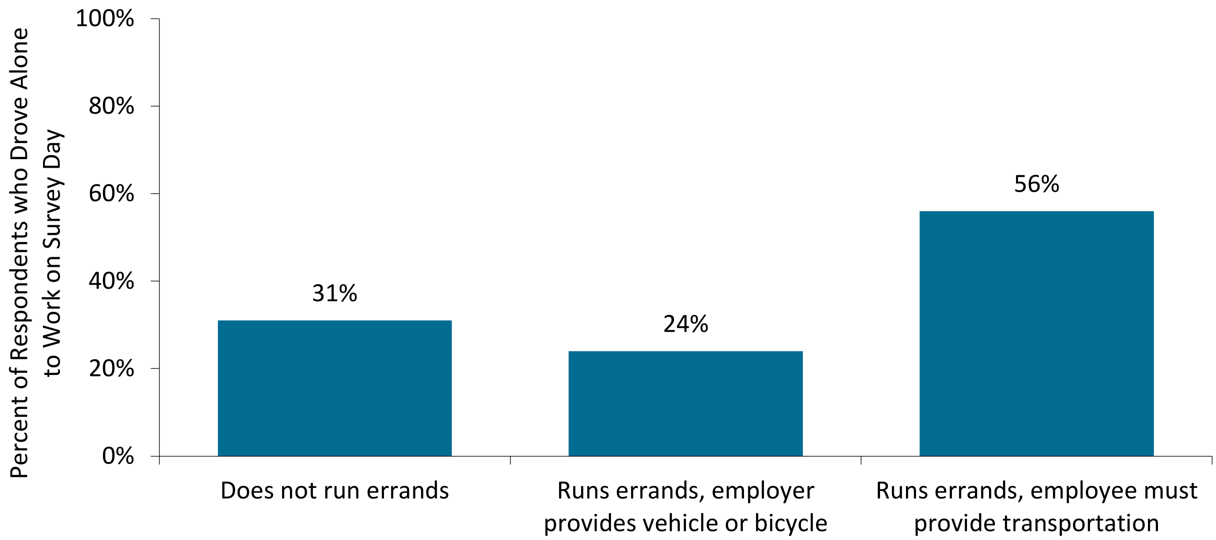
Figure 29: Travel mode used for work-related errands or attending off-site meetings, 2011-2014 (In 2014, only asked of those who did the online survey)

If you run errands or attend meetings for your job, is there a work vehicle available to you or must you provide your own transportation?*	2014 (web only)	2011 web only	2011
I must use my own vehicle or other means of transportation	90%	89%	87%
I use an employer-provided vehicle	4%	5%	6%
I use an employer-provided bicycle	0%	2%	2%
I use a CarShare	2%	>1%	>1%
I use Boulder B-cycle	2%	5%	4%
Other	9%	10%	11%

** Only asked of respondents who run errands; percents add to more than 100% as respondents could give more than one answer*

Those who have to run work-related errands or attend off-site meetings during their workday using their own transportation were more likely to drive alone for their work commute than were those who did not have to make work-related trips during the day, or those who did make those types of trips but could use employer-provided transportation.

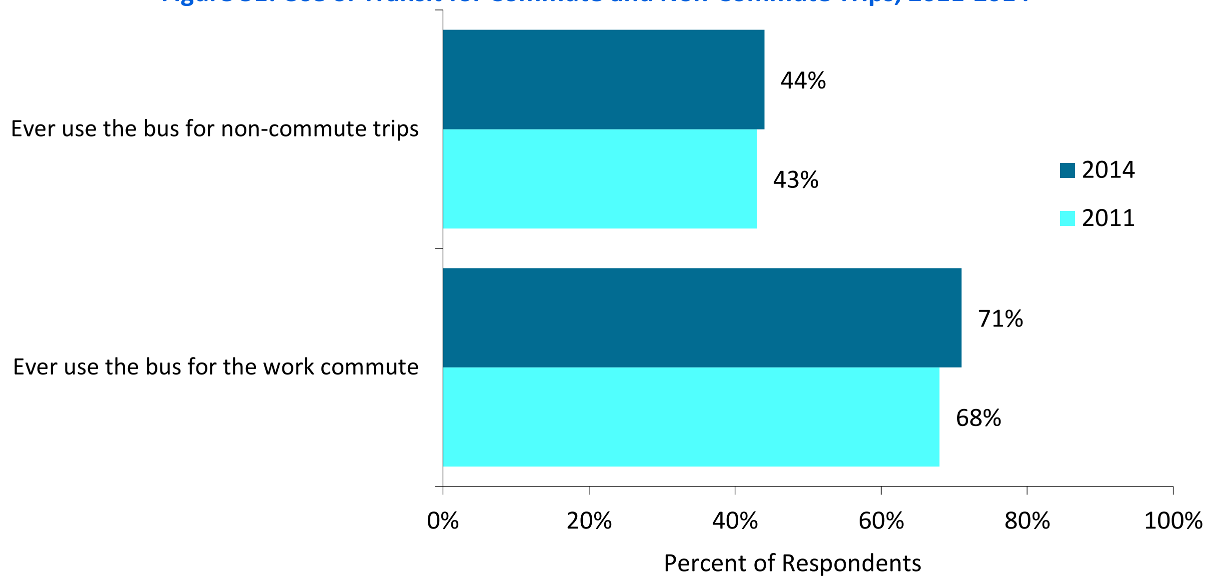
Figure 30: Travel Mode Used for Work Commute on Survey Day by Vehicle Requirement for Workday Errands and Off-Site Meetings, 2014 (In 2014, only asked of those who did the online survey)



Transit Use

About 7 in 10 of surveyed employees reported they ride the bus to work at least occasionally; only 3 in 10 claimed to never use the bus for the work commute (see Figure 31). About two in five respondents reported that, during a typical week, they used the bus for at least one non-commute trip. These proportions were nearly identical to what had been observed in 2011. In 2014, the average number of non-commute trips made on the bus in a typical week was 1.4 trips; among those who said they made at least one bus trip in a typical week the average number of non-work commute bus trips was 3.2 trips.

Figure 31: Use of Transit for Commute and Non-Commute Trips, 2011-2014



Trips to Denver International Airport

Nearly all of those surveyed (95%) reported going to Denver International Airport (DIA) for personal or business trips at least once in the past year, similar to what had been observed among the online respondents in 2011. Of those who made trips to DIA, they averaged 8.3 trips during the past year. Respondents also were asked to indicate what mode they used for each trip to DIA. About 4 in 10 trips were made by driving to or from the airport, and parking at the airport. A quarter of the trips were made by having someone else drop off or pick up the respondent. The skyRide with EcoPass was used for about 3 in 10 trips, skyRide with paid fare or a commercial van service was used for less than 5% of trips. This was similar to what had been observed in 2011.

Figure 32: Use of skyRide for Trips to Denver International Airport, 2005-2014
(In 2014, only asked of those who did the online survey)

	2014 (web only)	2011 web only	2011	2008	2005
Percent of Respondents Going to DIA at Least Once in Past Year	95%	95%	83%	86%	81%
Average Number of Trips to DIA for ALL Respondents	7.9	7.9	6.4	7.3	6.3
Average Number of Trips to DIA for Respondents Who Went at Least Once	8.3	8.5	8.3	9.6	7.5

Figure 33: Trips to Denver International Airport, 2011-2014
(In 2014, only asked of those who did the online survey)

Of these trips {to DIA}, how many did you . . .*	2014 (web only)	2011 web only	2011
Have someone else drop you off or pick you up	24%	25%	26%
Drive and park	43%	39%	35%
Take commercial van service	2%	2%	2%
Take skyRide and paid fare (paid on own or paid by employer)	2%	4%	5%
Take skyRide with EcoPass	29%	31%	32%

Employees' EcoPass Status

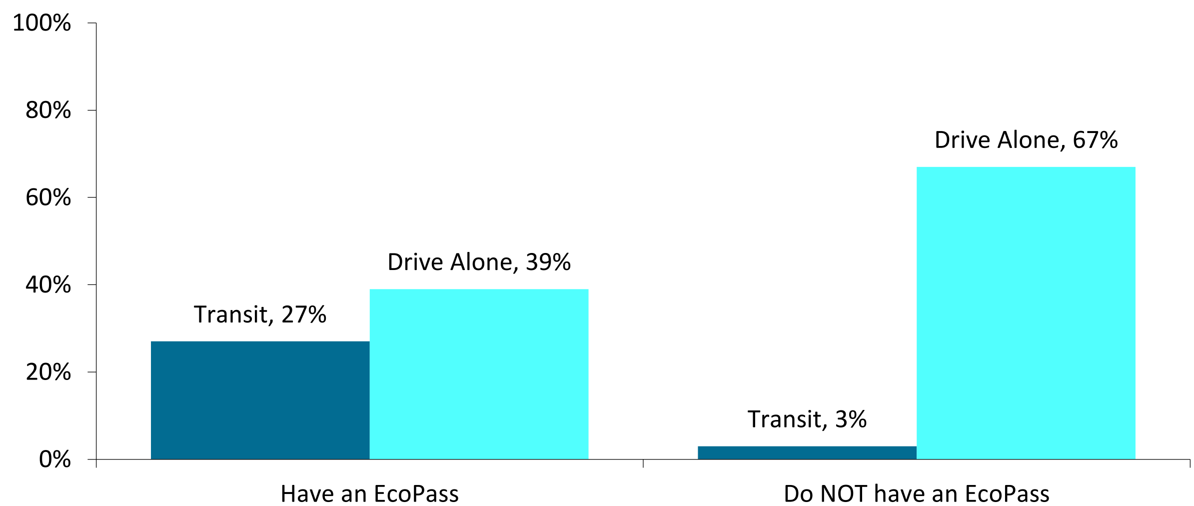
A large majority, 8 in 10, of those completing the survey said they had an EcoPass of some kind. Many (37%) identified their pass as a downtown EcoPass, although 41% said they had obtained one through their employer. Presumably, for these employees, this means they received a downtown pass from their employer because they are within the CAGID boundaries, but did not recognize it as a "downtown" pass.

Figure 34: EcoPass Status, 1993-2014

	Percent of Respondents								
Do you have an EcoPass?	**2014**	**2011**	**2008**	**2005**	**2001**	**1999**	**1997**	**1995**	**1993**
Yes, a CU student Buff OneCard	3%	3%	4%	5%					
Yes, a CU faculty/staff Buff OneCard	0%	0%	0%	0%					
Yes, a downtown EcoPass	37%	44%	42%	42%	66%	54%	57%	47%	41%
Yes, through my employer	41%	31%	36%	35%					
Yes, through my neighborhood	2%	2%	0%	0%					
No	16%	20%	17%	18%	34%	46%	43%	53%	59%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

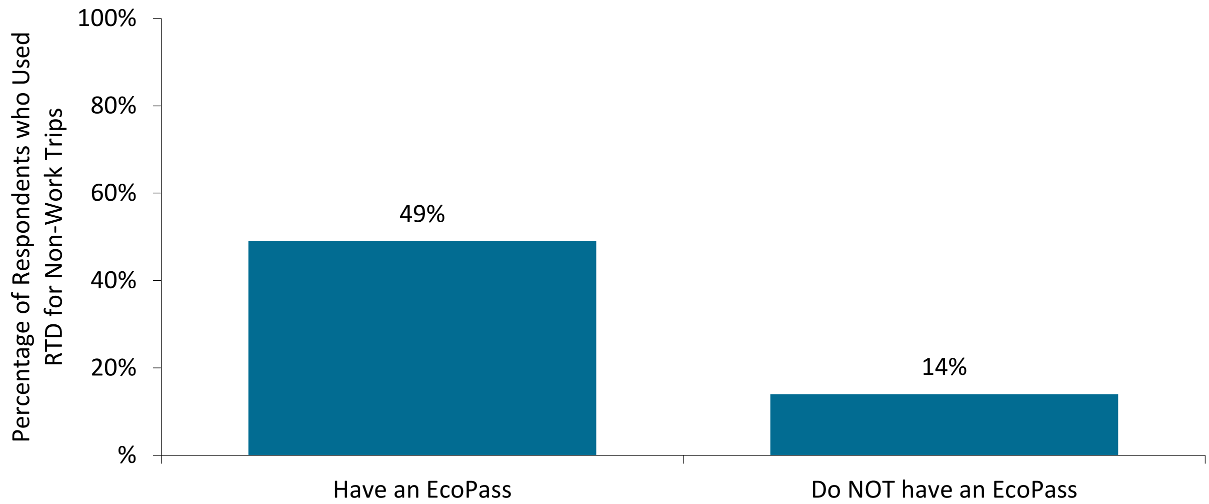
Those who held an EcoPass were much more likely to have used transit to get to work on the day they completed the survey (27%) than those who did not hold an EcoPass (3%). Likewise, those without an EcoPass were more likely to have driven to work alone (67%) compared to those with an EcoPass (39%, see Figure 35).

Figure 35: Travel Mode Used for Work Commute on Survey Day by EcoPass Status, 2014



Nearly half (49%) of respondents with an EcoPass reported making non-work related trip using RTD or Light Rail compared to only 14% of respondents without an EcoPass.

Figure 36: Use of RTD for Non-Work Related Trips by EcoPass Status, 2014



Teleworking

Those completing the questionnaire were provided with a definition of teleworking as when employees work at home instead of going into the office. They were then asked whether they ever teleworked. About half of those participating in the online version of the survey in 2014 reported telecommuting at least occasionally (see Figure 37). This was somewhat higher than the 41% of those who completed the online version of the survey in 2011. About 16% of all online respondents in 2014 reported telecommuting once a week or more, nearly double the 8% who reported doing so in 2011 (see Figure 38).

Figure 37: Teleworking Status, 2005-2014
(In 2014, only asked of those who did the online survey)

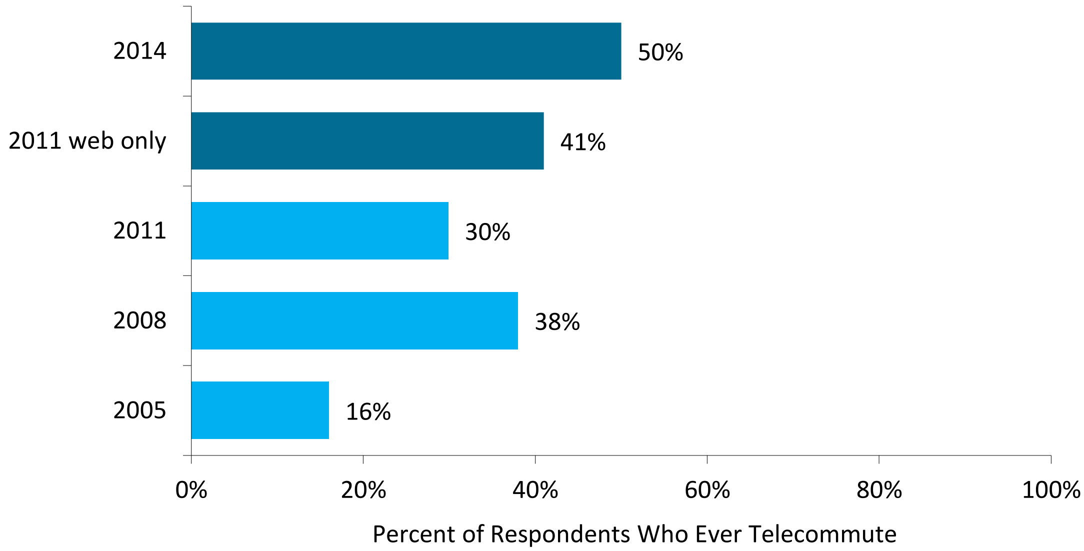


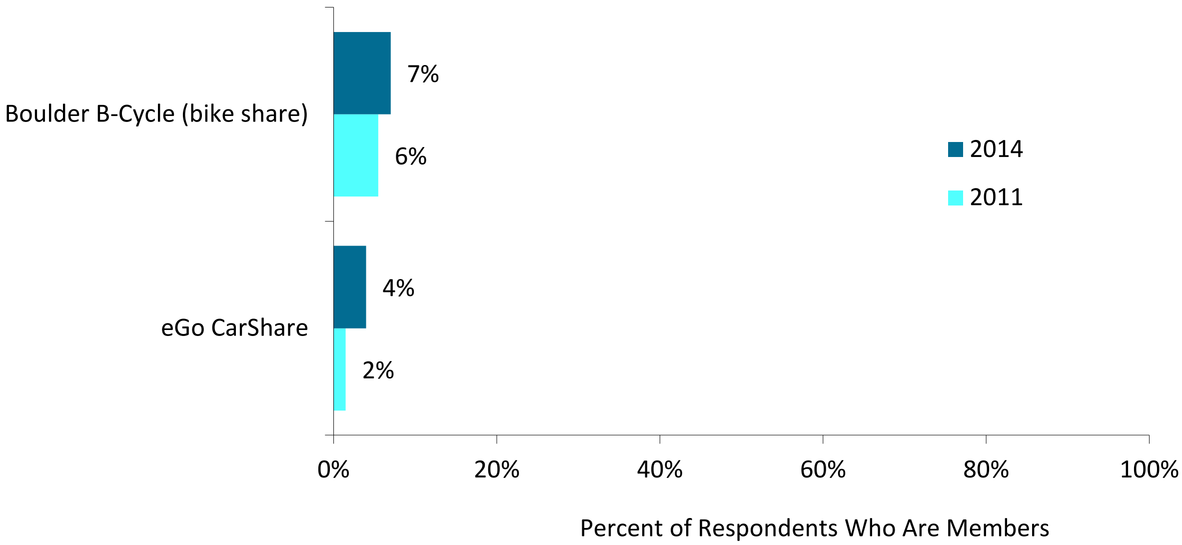
Figure 38: Frequency of Teleworking, 2005-2014
(In 2014, only asked of those who did the online survey)

On average, how often do you telework (work at home instead of going into the office) a month? (Include only full days at home when you did not travel to your work place.)	2014 (web only)	2011 web only	2011	2008	2005
Telecommutes three days a week or more	3%	2%	2%	0%	0%
Telecommutes twice a week	4%	2%	1%	5%	0%
Telecommutes once a week	9%	4%	2%	3%	1%
Telecommutes 1 to 3 days per month	19%	10%	18%	14%	6%
Telecommutes less than once a month	17%	23%	7%	16%	7%
Never telecommutes	50%	59%	70%	62%	84%

eGo CarShare and Boulder B-Cycle (Bike Share) Membership

Respondents were asked if they were a member of eGo CarShare or of Boulder B-Cycle (bike share). Very few respondents were members of either service, but the proportions had increased since 2011, when the questions were first asked.

Figure 39: Membership in eGo CarShare and Boulder B-Cycle, 2011-2014



Child Transportation Issues

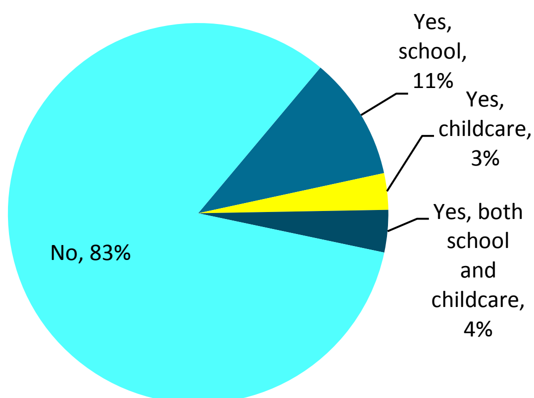
Parents with a child living at home are often responsible for providing transportation for that child to and from school or day care, and will combine this trip with the work commute. This can constrain the travel mode choice for the commute of working parents. Close to 20% (see

Figure 40) of respondents said they were at least sometimes responsible for transporting children to and from school or child care. Half of those surveyed who were at least sometimes responsible for child transportation had taken one or more children to child care or school on the day they completed the questionnaire (see Figure 41). Figure 42 illustrates that a larger proportion of respondents who did not take children to school or child care on the day of the survey used modes **other** than a private vehicle (55%) compared to those who did take children to school or child care (39%).

Figure 40: Responsibility for Child Transportation

Figure 41: Child Transportation on Survey Day Among Those Sometimes Responsible

(In 2014, only asked of those who did the online survey)



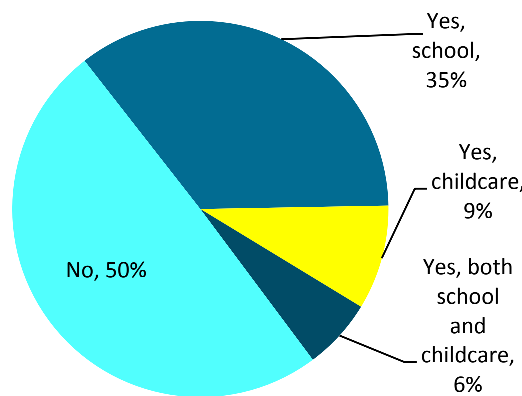
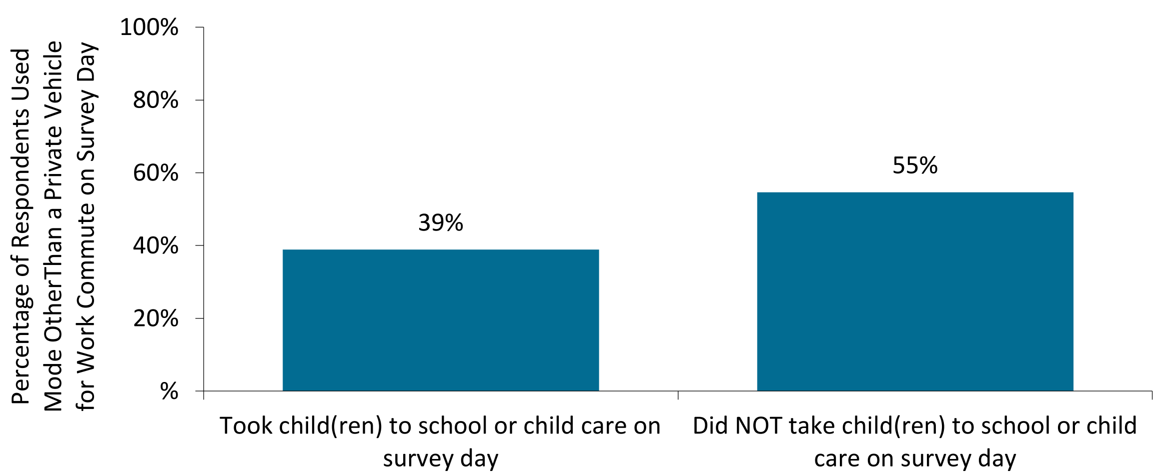


Figure 42: Proportion of Respondents Using Mode Other Than Driving Alone or With Others for the Work Commute on Survey Day by Whether Transported Children, 2014



The proportion of downtown employees who had child transportation responsibilities had remained relatively stable over the years with a slight increase in 2008 compared to previous survey years (see Figure 43). In 2011, it was seen that the proportion of workers responsible for child transportation was higher among those who completed the online version of the survey than those who completed the hard copy version. In 2014, only those who completed the survey online were asked this question. The proportion was similar to what had been seen among online survey participants in 2011 – about a quarter of respondents had child transportation responsibilities. About 3 in 20 employees took a child or children to school or day care on the day they completed the survey in 2014, similar to what had been observed in 2011 among online respondents.

Figure 43: Responsibility of Transporting Children to Child care, 1993-2014
(In 2014, only asked of those who did the online survey)

Are you responsible at least some of the time for transporting your child(ren) to and/or from school or child care?	2014 (web only)	2011 web only	2011	2008	2005	2001	1999	1997	1995	1993
Yes	27%	23%	17%	17%	13%	10%	12%	14%	10%	12%
No	73%	77%	83%	83%	87%	83%	83%	81%	85%	84%
Sometimes*	N/A	N/A	N/A	N/A	N/A	7%	5%	5%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

** Was not an option in since 2005.*

Figure 44: Child Transportation on Survey Day, 2005-2014
(In 2014, only asked of those who did the online survey)

Did you take your child(ren) to school or child care today?	2014 (web only)	2011 web only	2011	2008	2005
Yes	15%	12%	10%	11%	5%
No	85%	88%	90%	89%	95%
Total	100%	100%	100%	100%	100%

Employer Provided Incentives

Respondents who completed the online survey were asked whether their employer provided a set of incentives or resources for alternative transportation and whether they had themselves used any of the offered incentives. Not surprisingly, the most commonly provided incentive reported by respondents was the EcoPass (89%). Approximately half of employees said their employer provided bike racks, with 3 in 10 saying bike lockers or other protected, covered storage was provided. Nearly half said their employer provided showers and changing facilities. Four in 10 said their employer provided a telework option. About 1 in 10 said a compressed work week option was offered. Subsidized vanpool or transit fares were the only incentives that were not provided to any responding employees.

Figure 45: Employer Provided Incentives and Use of Incentives, 2014 (In 2014, only asked of those who did the online survey)

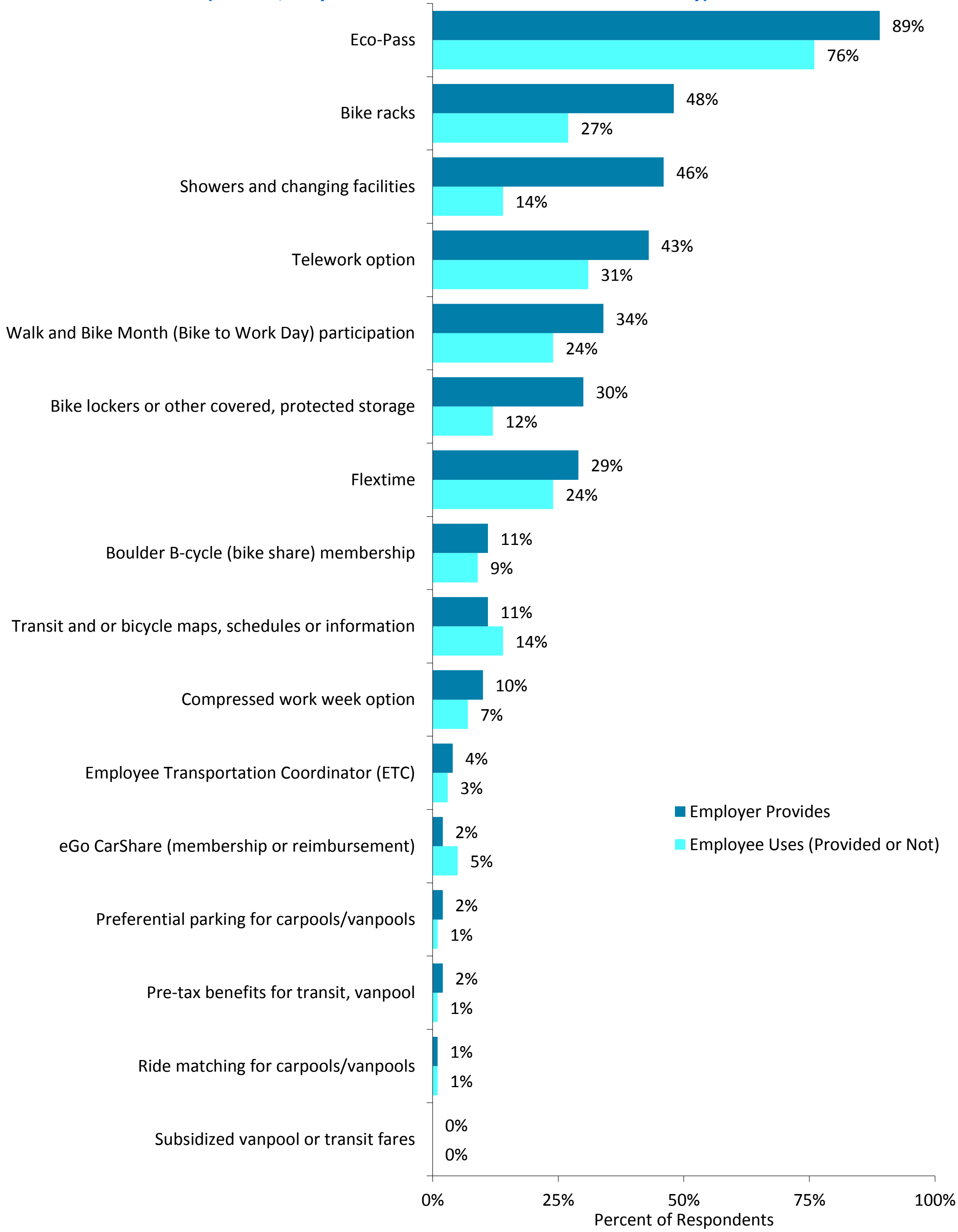


Figure 46: Employer Provided Transportation Incentives, 2008-2014
(In 2014, only asked of those who did the online survey)

For each of the following, please indicate which your employer makes available to you and which you have used in the past 6 months.	Employer Provides			Employee Uses (If Provided)*			Employee Uses (Provided or Not)		
	2014	2011	2008	2014	2011	2008	2014	2011	2008
EcoPass	89%	90%	88%	83%	80%	79%	76%	63%	50%
Bike racks	48%	50%	53%	48%	64%	62%	27%	40%	25%
Showers and changing facilities	46%	38%	47%	41%	37%	47%	14%	17%	8%
Telework option	43%	30%	31%	72%	80%	91%	31%	73%	66%
Walk and Bike Month (Bike to Work Day) participation	34%	47%	47%	36%	60%	69%	24%	41%	29%
Bike lockers or other covered, protected storage	30%	36%	29%	48%	62%	65%	12%	40%	26%
Flextime	29%	30%	39%	61%	74%	86%	24%	64%	55%
Transit and or bicycle maps, schedules or information	11%	19%	20%	74%	71%	79%	14%	56%	44%
Boulder B-cycle (bike share) membership	11%	8%	NA	68%	42%	NA	9%	0%	NA
Compressed work week option	10%	19%	28%	87%	71%	74%	7%	53%	39%
Employee Transportation Coordinator (ETC)	4%	4%	3%	60%	19%	32%	3%	6%	2%
Pre-tax benefits for transit, vanpool	2%	4%	7%	32%	23%	30%	1%	7%	2%
Preferential parking for carpools/vanpools	2%	1%	3%	43%	18%	71%	1%	13%	9%
eGo CarShare (membership or reimbursement)	2%	1%	NA	0%	19%	NA	5%	0%	NA
Ride matching for carpools/vanpools	1%	1%	2%	0%	0%	66%	1%	0%	0%
Subsidized vanpool or transit fares	>1%	0%	4%	38%	0%	27%	0%	0%	0%

**Responses only from those who indicated their employer provides the option.*

Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey.

Table 1: Question 1

How did you get to work today? (Please check all that apply.)	Percent of Respondents*
Drove alone	48%
Drove with at least one other person	9%
Walked	12%
Biked	12%
Rode a bus or buses	26%
Carried a bike on a bus or buses	1%
Used a Park-n-Ride	2%
Worked at home	3%
Other	2%

**Percents add to more than 100% as respondents could choose more than one answer.*

Table 2: Question 1: Primary mode used for work commute on day completed survey.

How did you get to work today? (primary mode)	Percent of Respondents
Drove alone	43%
Drove with at least one other person	7%
Walked	8%
Biked	11%
Rode a bus or buses	23%
Multi-mode	2%
Worked at home	2%
Other	1%
Bike and bus	1%
Bike and drive	0%
Total	100%

Table 3: Question 2

About how far is your home from work?	Percent of Respondents
0 to 2 miles	27%
3 to 5 miles	23%
6 to 10 miles	12%
11 to 20 miles	23%
more than 20 miles	16%
Total	100%
Average number of miles	**11.5 miles**

Table 4: Question 3

About what time did you leave home for work today?	Percent of Respondents
12:00 to 12:59 AM	0%
1:00 to 1:59 AM	0%
2:00 to 2:59 AM	0%
3:00 to 3:59 AM	0%
4:00 to 4:59 AM	0%
5:00 to 5:59 AM	1%
6:00 to 6:59 AM	6%
7:00 to 7:59 AM	26%
8:00 to 8:59 AM	33%
9:00 to 9:59 AM	14%
10:00 to 10:59 AM	8%
11:00 to 11:59 AM	1%
12:00 to 12:59 PM	7%
1:00 to 1:59 PM	0%
2:00 to 2:59 PM	1%
3:00 to 3:59 PM	0%
4:00 to 4:59 PM	0%
5:00 to 5:59 PM	0%
6:00 to 6:59 PM	0%
7:00 to 7:59 PM	0%
8:00 to 8:59 PM	1%
9:00 to 9:59 PM	0%
10:00 to 10:59 PM	0%
11:00 to 11:59 PM	0%
Total	100%

Table 5: Question 4

Did you come straight to work from home today?	Percent of Respondents
Yes	84%
No	16%
Total	100%

Table 6: Question 4a

About how many minutes did it take?*	Percent of Respondents
5 minutes or less	6%
6 to 10 minutes	19%
11 to 15 minutes	13%
16 to 20 minutes	12%
21 to 30 minutes	19%
31 to 45 minutes	17%
46 to 60 minutes	9%
More than 60 minutes	6%
Total	100%
Average number of minutes	**28.6 minutes**

**Responses only from those who reported they came straight to work from home*

Table 7: Question 4b

About how many stops did you make on your way to work?*	Percent of Respondents
1 stop	65%
2 stops	16%
3 or more stops	19%
Total	100%
Average number of stops	**2.0 stops**

**Responses only from those who reported they did not come straight to work from home*

Table 8: Question 5

Yesterday, or on the last day you worked, how many stops did you make on your way home?	Percent of Respondents
0 stops	43%
1 stop	37%
2 stops	12%
3 stops	3%
4 stops	2%
5 or more stops	3%
Total	100%
Average number of stops, all respondents	0.9 stops
Average number of stops, those who made at least one stop	1.6 stops

Table 9: Question 6

About what time do you usually arrive at work?	Percent of Respondents
12:00 to 12:59 AM	0%
1:00 to 1:59 AM	0%
2:00 to 2:59 AM	0%
3:00 to 3:59 AM	0%
4:00 to 4:59 AM	1%
5:00 to 5:59 AM	1%
6:00 to 6:59 AM	2%
7:00 to 7:59 AM	8%
8:00 to 8:59 AM	36%
9:00 to 9:59 AM	31%
10:00 to 10:59 AM	15%
11:00 to 11:59 AM	4%
12:00 to 12:59 PM	0%
1:00 to 1:59 PM	1%
2:00 to 2:59 PM	1%
3:00 to 3:59 PM	1%
4:00 to 4:59 PM	0%
5:00 to 5:59 PM	0%
6:00 to 6:59 PM	0%
7:00 to 7:59 PM	0%
8:00 to 8:59 PM	0%
9:00 to 9:59 PM	0%
10:00 to 10:59 PM	0%
11:00 to 11:59 PM	0%
Total	100%

Table 10: Question 7

About what time do you usually leave work?	Percent of Respondents
12:00 to 12:59 AM	0%
1:00 to 1:59 AM	0%
2:00 to 2:59 AM	0%
3:00 to 3:59 AM	0%
4:00 to 4:59 AM	0%
5:00 to 5:59 AM	0%
6:00 to 6:59 AM	0%
7:00 to 7:59 AM	0%
8:00 to 8:59 AM	0%
9:00 to 9:59 AM	0%
10:00 to 10:59 AM	0%
11:00 to 11:59 AM	0%
12:00 to 12:59 PM	1%
1:00 to 1:59 PM	1%
2:00 to 2:59 PM	0%
3:00 to 3:59 PM	4%
4:00 to 4:59 PM	11%
5:00 to 5:59 PM	45%
6:00 to 6:59 PM	18%
7:00 to 7:59 PM	10%
8:00 to 8:59 PM	7%
9:00 to 9:59 PM	0%
10:00 to 10:59 PM	2%
11:00 to 11:59 PM	1%
Total	100%

Table 11: Question 8

During a typical work week, how many days do you commute to work in each of the ways listed below?	Average Percent of Commute Trips	Average Number of Days/Trips*
Drive alone	41%	2.21
Drive with at least one other person	8%	0.49
Multi-mode (e.g., car then bus, bike then bus, etc.)	5%	0.35
Walk	8%	0.58
Bike	10%	0.54
Ride a bus(es)	22%	1.21
Compressed work week (i.e., number of days not worked because work longer hours other days)	1%	0.06
Work at home	3%	0.18
Other	1%	0.03
Total	100%	5.65

** It seems some people enter number of trips, not number of days.*

Table 12: Question 9
(Only asked of those who did the online survey)

On average, how often do you telework (work at home instead of going into the office) a month? (Include only full days at home when you did not travel to your work place.)	Percent of Respondents
Never	50%
Less than once a month	19%
1 to 3 days per month	17%
Once a week	9%
Twice a week	4%
Three days a week or more	3%
Total	100%

Table 13: Question 10
(Only asked of those who did the online survey)

How many one-way trips did you make during your workday yesterday (or on the last day you worked), not including your work commute?	Percent of Respondents
None	55%
1 trip	8%
2 trips	20%
3 trips	4%
4 trips	9%
5 trips	1%
6 or more trips	3%
Total	100%
Average number of trips, all respondents	**1.2 trips**
Average number of trips, those making at least one trip	**2.7 trips**

Table 14: Question 11 Percent of Trips
(Only asked of those who did the online survey)

What method(s) of travel was used for these non-commute workday trips during your workday yesterday? Please indicate how many times you used each of the following modes.	Percent of Non-Commute Trips	Percent of Non-Commute Miles
Drove alone	55%	58%
Drive with at least one other person	6%	7%
Used eGo CarShare	0%	1%
Multi-mode (e.g., car then bus, bike then bus, etc.)	0%	0%
Biked	6%	5%
Used Boulder B-cycle	0%	1%
Walked	29%	24%
Rode a bus(es)	3%	3%
Other	1%	2%

Table 15: Question 12
(Only asked of those who did the online survey)

About how often do you run work-related errands or attend meetings away from your primary work site?	Percent of Respondents
Daily	9%
Several times a week	17%
About once a week	14%
About once every two weeks	10%
About once a month	11%
Less than once a month	22%
Never	17%
Other (please specify)	0%
Total	100%

Table 16: Question 13
(Only asked of those who did the online survey)

If you run errands or attend meetings for your job, is there a work vehicle available to you or must you provide your own transportation?	Percent of Respondents*
I use my own vehicle or other means of transportation	90%
I use an employer-provided vehicle	4%
I use an employer-provided bicycle	0%
I use a CarShare	2%
I use Boulder B-cycle	2%
Other	9%

**Percents may add to more than 100% as respondents could give more than one answer.*

Table 17: Question 14

When you drive a car to work, where do you usually park?	Percent of Respondents
City lot or city garage with a permit	18%
City lot or city garage with cash or pre-payment	10%
Private lot, private garage or private parking space	17%
On-Street with meter	3%
Residential street, no meter	28%
Other (please specify)	4%
I don’t usually drive a car to work	21%
Total	100%

Table 18: Question 15

Do you have an Eco-Pass, the annual pass which allows you to ride RTD buses and the Community Transit Network buses (e.g., SKIP, HOP, JUMP, etc.) for no additional charge?	Percent of Respondents
yes, a CU student College Pass	3%
yes, a CU faculty/staff Eco-Pass	0%
yes, a downtown Eco-Pass	37%
yes, through my employer	41%
yes, through my neighborhood	2%
no	16%
Total	100%

Table 19: Question 16

Do you ever ride RTD bus(es) to work?	Percent of Respondents
Yes	71%
No	29%
Total	100%

Table 20: Question 17

During a typical week, how many one-way trips do you make on an RTD bus or Light Rail that are not for commuting to work but are for pleasure or personal business?	Percent of Respondents
None	56%
1 trip	10%
2 trips	16%
3 trips	3%
4 trips	6%
5 or more trips	9%
Total	100%
Average number of trips, all respondents	**1.4 trips**
Average number of trips, those making at least one trip	**3.2 trips**

Table 21: Question 18
(Only asked of those who did the online survey)

During the last year, about how many times have you been to Denver International Airport?	Percent of Respondents
None	5%
One or more times	95%
Total	100%
Average number of trips, those making at least one trip	**8.3 trips**

Table 22: Question 18 Percent of Trips
(Only asked of those who did the online survey)

Of these trips {to DIA}, how many did you . . .*	Percent of DIA Trips	Number of DIA Trips
Have someone else drop you off or pick you up	24%	1.71
Drive and park	43%	3.93
Take commercial van service	2%	.22
Take skyRide and paid fare (paid on own or paid by employer)	2%	.16
Take skyRide with EcoPass	29%	2.29

**Responses are from those who reported going to DIA.*

Table 23: Question 19
(Only asked of those who did the online survey)

Are you responsible at least some of the time for transporting your child(ren) to and/or from school or child care?	Percent of Respondents
Yes, school	17%
Yes, childcare	4%
Yes, both school and childcare	6%
No	73%
Total	100%

Table 24: Question 20
(Only asked of those who did the online survey)

Did you take your child(ren) to school or child care today?*	Percent of Respondents
Yes, school	31%
Yes, childcare	9%
Yes, both school and childcare	17%
No	43%
Total	100%

**Responses are from those who reported they were ever responsible for transportation children*

Table 25: Question 21

Are you a full or part-time employee?	Percent of Respondents
Full-time	87%
Part-time	13%
Total	100%

Table 26: Question 22

What category best describes your typical work schedule?	Percent of Respondents
Monday through Friday, daytime	57%
Monday through Friday, evenings	1%
Weekends	2%
Rotating/variable schedule	31%
Other (please specify)	10%
Total	100%

Table 27: Question 23

What category best describes your job?	Percent of Respondents
Retail/sales	17%
Service/restaurant/delivery	36%
Manufacturing/production/"high-tech"	4%
Office (professional, business, administrative, support)	35%
Medical/dental	0%
Construction/trades/laborer	1%
Other (please specify)	8%
Total	100%

Table 28: Question 24

What is your hourly pay rate at this job?	Percent of Respondents
$7.00 per hour or less	2%
$7.01 to $10.00 per hour	8%
$10.01 to $12.00 per hour	6%
$12.01 to $15.00 per hour	9%
$15.01 to $20.00 per hour	13%
$20.01 to $25.00 per hour	16%
$25.01 to $50.00 per hour	32%
$50.01 or more per hour	13%
Total	100%
Median hourly pay rate range	**$20.01 to $25.00 per hour**

Table 29: Question 25
(Only asked of those who did the online survey)

For each of the following, please indicate which your employer makes available to you and which you have used in the last 6 months Employer Provides	Yes	No	Total
Ride matching for carpools/vanpools	1%	99%	100%
Eco-Pass	89%	11%	100%
Subsidized vanpool or transit fares	0%	100%	100%
Pre-tax benefits for transit, vanpool	2%	98%	100%
Showers and changing facilities	46%	54%	100%
Bike lockers or other covered, protected storage	30%	70%	100%
Bike racks	48%	52%	100%
Transit and or bicycle maps, schedules or information	11%	89%	100%
Telework option	43%	57%	100%
Compressed work week option	10%	90%	100%
Flextime	29%	71%	100%
Employee Transportation Coordinator (ETC)	4%	96%	100%
Walk and Bike Month (Bike to Work Day) participation	34%	66%	100%
Preferential parking for carpools/vanpools	2%	98%	100%
Boulder B-cycle (bike share) membership	11%	89%	100%
eGo CarShare (membership or reimbursement)	2%	98%	100%

Table 30: Question 25
(Only asked of those who did the online survey)

For each of the following, please indicate which your employer makes available to you and which you have used in the last 6 months. Employee Has Used, If Employer Provides*	Yes	No	Total
Ride matching for carpools/vanpools	0%	100%	100%
Eco-Pass	83%	17%	100%
Subsidized vanpool or transit fares	38%	62%	100%
Pre-tax benefits for transit, vanpool	32%	68%	100%
Showers and changing facilities	41%	59%	100%
Bike lockers or other covered, protected storage	48%	52%	100%
Bike racks	48%	52%	100%
Transit and or bicycle maps, schedules or information	74%	26%	100%
Telework option	72%	28%	100%
Compressed work week option	87%	13%	100%
Flextime	61%	39%	100%
Employee Transportation Coordinator (ETC)	60%	40%	100%
Walk and Bike Month (Bike to Work Day) participation	36%	64%	100%
Preferential parking for carpools/vanpools	43%	57%	100%
Boulder B-cycle (bike share) membership	68%	32%	100%
eGo CarShare (membership or reimbursement)	0%	100%	100%

** Only includes responses for each if the employee indicated their employer provides it.*

Table 31: Question 25
(Only asked of those who did the online survey)

For each of the following, please indicate which your employer makes available to you and which you have used in the last 6 months. Employee Has Used, Whether or Not Employer Provides	Yes	No	Total
Ride matching for carpools/vanpools	1%	99%	100%
Eco-Pass	76%	24%	100%
Subsidized vanpool or transit fares	0%	100%	100%
Pre-tax benefits for transit, vanpool	1%	99%	100%
Showers and changing facilities	14%	86%	100%
Bike lockers or other covered, protected storage	12%	88%	100%
Bike racks	27%	73%	100%
Transit and or bicycle maps, schedules or information	14%	86%	100%
Telework option	31%	69%	100%
Compressed work week option	7%	93%	100%
Flextime	24%	76%	100%
Employee Transportation Coordinator (ETC)	3%	97%	100%
Walk and Bike Month (Bike to Work Day) participation	24%	76%	100%
Preferential parking for carpools/vanpools	1%	99%	100%
Boulder B-cycle (bike share) membership	9%	91%	100%
eGo CarShare (membership or reimbursement)	5%	95%	100%

Table 32: Question 26

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents
Yes	80%
No	20%
Total	100%

Table 33: Question 28

Is this car . . .*	Yes	No	Total
Hybrid (gas/electric)	9%	91%	100%
EV (electric vehicle)	0%	100%	100%
Level 2 EV charger at work?	0%	100%	100%
PZEV (partial zero emissions vehicle)?	3%	97%	100%

**This question only asked of those who had a car or other motor vehicle usually available for commuting to work.*

Table 34: Question 29

Is a bicycle usually available to you for commuting to work?	Percent of Respondents
Yes	51%
No	49%
Total	100%

Table 35: Question 30

Are you a member of eGo CarShare?	Percent of Respondents
Yes	4%
No	96%
Total	100%

Table 36: Question 31

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents
Yes	7%
No	93%
Total	100%

Table 37: Question 32

Do you live in Boulder (within the city limits)?	Percent of Respondents
Yes	49%
No	51%
Total	100%

Table 38: Question 33

What is your home zip code?	Percent of Respondents
80302 (Boulder)	16%
80304 (Boulder)	12%
80303 (Boulder)	8%
80301 (Boulder)	8%
80305 (Boulder)	7%
80501 (Longmont)	6%
80027 (Louisville/Superior)	6%
80020 (Broomfield/Westminster)	5%
80503 (Longmont/Niwot)	3%
80466 (Nederland)	3%
80516 (Erie/Frederick)	3%
80504 (Longmont/Firestone/Frederick)	3%
Other	22%
Total	100%

Table 39: Question 35

Are you a student at CU Boulder?	Percent of Respondents
No	96%
Yes, an undergraduate student	3%
Yes, a graduate student	1%
Total	100%

Table 40: Question 36

How much do you anticipate your household's total income before taxes will be for 2014?	Percent of Respondents
Less than $10,000	5%
$10,000 to $19,999	7%
$20,000 to $29,999	10%
$30,000 to $39,999	9%
$40,000 to $49,999	6%
$50,000 to $74,999	19%
$75,000 to $99,999	12%
$100,000 to $149,999	21%
$150,000 or more	11%
Total	100%
Median Household Income Category	**$50,000 to $74,999**

Table 41: Question 37

In which category is your age?	Percent of Respondents
Under 18	1%
18-24 years	14%
25-34 years	32%
35-44 years	17%
45-54 years	13%
55-64 years	20%
65 years or older	3%
Total	100%

Table 42: Question 38

What is your gender?	Percent of Respondents
Female	46%
Male	54%
Total	100%

Appendix B: Verbatim Responses

Following are verbatim responses to open-ended questions. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammatical or other mistakes. Within each question the responses are in alphabetical order.

Q1: How did you get to work today? "Other" responses

- Dropped Off by Spouse
- Drove scooter with one other person
- Drove with dog
- Got dropped off at bus station in car
- Light Rail
- LIGHT RAIL
- Moped
- scooter
- Was on travel today. I usually bike.

Q12: If yes, (Does your job require you to run errands or attend meetings away from the work site?) about how often are you required to do so? "Other" responses

- 4 times per year

Q15: If you run errands or attend meetings for your job, is there a work vehicle available to you or must you provide your own transportation? "Other" responses

- bike
- bike or bus
- Bike or Bus, depending on weather
- BUS
- Bus
- Bus
- bus
- Generally walk
- I walk
- I walk
- I walk
- I walk or take the bus.
- My Bicycle or the Hop
- my bike
-
- My bike!
- My Moped
- my own bicycle
- RTD
- Walk
- walk
- walk
- walk
- Walk
- walk and bus
- Walk or bus
- walk, bike
- Walk, bus
- walk, HOP

Q14: When you drive to work, what type of parking space do you usually park in? "Other" responses

- 3 HRS SPOT
- AT WORK
- CITY LOT FREE DAYS
- DO NOT DRIVE
- Don't own a car
- DROPPED OFF
- FREE PARKING
- GET DROPPED OFF
- I drive a moped so I can park that thing wherever there's space. Usually in an alley.
- Leased Space
- not enough spots for our staff, in which case walk from 1/2 mile
- parking at store
- permitted residential street
- Residential driveway of a friend
- Residential street, commuter pass
- WHOLE FOODS

Q22: What category best describes your typical work schedule? "Other" responses

- 4 DAYS
- 4 WEEKDAYS AND SATURDAY
- 7 DAYS, VARIAUS JOBS
- daytimes and evenings and weekends
- Everyday except for Wednesday and Suunday
- FRIDAY THRU TUESDAY DAYTIME
- FT M-F plus 1 day weekend
- M-F day mostly but can vary a few times a month
- MONDAY-SAT. DAYTIME
- MONDAY-SATURDAY ALL DAY
- MON-SAT
- M-Th, daytime
- SHORTDAY 2- 12 HOUR DAYS
- T,TH, SUN.
- Thursday thru monday
- TUE AND THUR. DAY AND SAT. NIGHT
- TUES THRU SAT.
- Tuesday through Saturday
- Tuesday through Saturday, daytime
- TUESDAY TO SATURDAY
- Tuesday-Saturday Daytime
- TUES-SAT
- TUES-SAT
- TUES-SAT
- TUES-SAT DAYTIME
- Tues-Sun day/night
- WED, THURS AM AND WEEKENDS
- wednesday, friday, sunday

Q23: What category best describes your job? "Other" responses

- Advertising
- Association
- consulting
- Creative
- Design
- Design
- Financial Services
- Graphic design
- investment management
- law
- multimedia
- Multimedia Service Provider
- Publications
- Research
- Scientific Research
- Scientist
- Scientist
- Scientist
- Video Editor
- Video Production
- web
- web design/development
- Web/Digital Design

Appendix C: Modal Split by Respondent Characteristics

The tables in this Appendix display modal split of the work commute by selected respondent characteristics. Where differences are statistically significant, they are shaded.

Primary work commute mode on day of survey by job classification

	What category best describes your job?					
Primary work commute mode on day of survey	**Retail/sales**	**Service/restaurant /delivery**	**Manufacturing/pro duction/"high-tech"**	**Office (professional, business, administrative, support)**	**Construction/trade s/laborer**	**Other (please specify)**
Drove alone	38%	51%	24%	44%	0%	18%
Drove with at least one other person	9%	7%	3%	10%	0%	2%
Walked	18%	5%	0%	7%	0%	8%
Biked	12%	8%	19%	14%	19%	6%
Rode a bus or buses	13%	28%	40%	19%	81%	46%
Multi-mode	4%	0%	0%	2%	0%	12%
Worked at home	4%	0%	0%	4%	0%	2%
Other	2%	1%	14%	1%	0%	6%
Bike and bus	0%	0%	0%	0%	0%	0%
Bike and drive	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%

Primary work commute mode on day of survey by job status (full-time vs part-time) and hourly pay

Primary work commute mode on day of survey	Are you a full or part-time employee?		What is your hourly pay rate at this job?				
	Full-time	Part-time	$15.00 per hour or less	$15.01 to $20.00 per hour	$20.01 to $25.00 per hour	$25.01 to $50.00 per hour	$50.01 or more per hour
Drove alone	41%	49%	27%	42%	42%	53%	49%
Drove with at least one other person	9%	1%	10%	9%	13%	4%	6%
Walked	8%	10%	14%	7%	10%	5%	3%
Biked	11%	11%	12%	3%	6%	7%	32%
Rode a bus or buses	25%	23%	33%	32%	24%	21%	7%
Multi-mode	2%	3%	4%	2%	1%	4%	0%
Worked at home	2%	4%	0%	5%	1%	3%	2%
Other	2%	0%	0%	1%	3%	4%	2%
Bike and bus	0%	0%	0%	0%	0%	0%	0%
Bike and drive	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%

Primary work commute mode on day of survey by distance of commute and place of residence

Primary work commute mode on day of survey	Distance of work commute					Do you live in Boulder (within the city limits)?	
	0 to 2 miles	3 to 5 miles	6 to 10 miles	11 to 20 miles	more than 20 miles	Yes	No
Drove alone	35%	39%	31%	62%	49%	29%	51%
Drove with at least one other person	3%	6%	9%	10%	11%	8%	9%
Walked	28%	2%	2%	0%	0%	15%	1%
Biked	21%	18%	7%	2%	0%	20%	2%
Rode a bus or buses	7%	29%	46%	22%	26%	23%	29%
Multi-mode	1%	1%	0%	2%	7%	2%	4%
Worked at home	1%	2%	5%	1%	6%	1%	4%
Other	3%	4%	0%	1%	2%	3%	1%
Bike and bus	0%	0%	0%	0%	0%	0%	0%
Bike and drive	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%

Primary work commute mode on day of survey by other characteristics

	Responsible for taking children to school and/or childcare?		Is a car or other motor vehicle usually available to you for commuting to work?		Is a bicycle usually available to you for commuting to work?		Age of Respondent			Gender of Respondent	
Primary work commute mode on day of survey	Take children to school and/or childcare	Do NOT take children to school or childcare	Yes	No	Yes	No	under 34 years old	35 to 54 years old	55 years or older	Female	Male
Drove alone	58%	44%	47%	11%	32%	49%	31%	54%	41%	49%	32%
Drove with at least one other person	5%	8%	9%	4%	8%	9%	11%	4%	7%	10%	7%
Walked	1%	10%	5%	20%	9%	7%	13%	2%	5%	10%	6%
Biked	14%	14%	9%	17%	20%	1%	15%	12%	2%	8%	14%
Rode a bus or buses	13%	18%	23%	40%	23%	30%	25%	17%	41%	16%	34%
Multi-mode	3%	1%	3%	2%	4%	1%	2%	6%	0%	2%	4%
Worked at home	0%	3%	2%	1%	2%	3%	1%	3%	4%	3%	2%
Other	6%	2%	1%	6%	3%	1%	3%	1%	0%	1%	2%
Bike and bus	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bike and drive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Typical work commute modes by job classification

Typical work commute mode	What category best describes your job?					
	Retail/sales	Service/restaurant /delivery	Manufacturing/production/"high-tech"	Office (professional, business, administrative, support)	Construction/trades/laborer	Other (please specify)
No trips by driving alone	30%	33%	66%	32%	92%	45%
1 or more trips by driving alone	70%	67%	34%	68%	8%	55%
No trips by car- or vanpooling	84%	68%	82%	79%	100%	78%
1 or more trips by car- or vanpooling	16%	32%	18%	21%	0%	22%
No trips by multi-mode	85%	90%	79%	88%	100%	93%
1 or more trips by multi-mode	15%	10%	21%	12%	0%	7%
No trips by walking	75%	74%	88%	87%	81%	89%
1 or more trips by walking	25%	26%	12%	13%	19%	11%
No trips by biking	79%	80%	57%	75%	81%	87%
1 or more trips by biking	21%	20%	43%	25%	19%	13%
No trips by bus	67%	64%	45%	60%	19%	39%
1 or more trips by bus	33%	36%	55%	40%	81%	61%

Typical work commute modes by job status (full-time vs part-time) and hourly pay

Typical work commute mode	Are you a full or part-time employee?		What is your hourly pay rate at this job?				
	Full-time	Part-time	$15.00 per hour or less	$15.01 to $20.00 per hour	$20.01 to $25.00 per hour	$25.01 to $50.00 per hour	$50.01 or more per hour
No trips by driving alone	34%	38%	55%	18%	35%	25%	33%
1 or more trips by driving alone	66%	62%	45%	82%	65%	75%	67%
No trips by car- or vanpooling	75%	83%	75%	81%	68%	76%	90%
1 or more trips by car- or vanpooling	25%	17%	25%	19%	32%	24%	10%
No trips by multi-mode	88%	90%	82%	92%	90%	91%	86%
1 or more trips by multi-mode	12%	10%	18%	8%	10%	9%	14%
No trips by walking	80%	80%	71%	93%	76%	75%	95%
1 or more trips by walking	20%	20%	29%	7%	24%	25%	5%
No trips by biking	75%	91%	82%	85%	85%	70%	64%
1 or more trips by biking	25%	9%	18%	15%	15%	30%	36%
No trips by bus	60%	63%	57%	50%	43%	67%	80%
1 or more trips by bus	40%	37%	43%	50%	57%	33%	20%

Typical work commute modes by distance of commute and place of residence

	Distance of work commute					Do you live in Boulder (within the city limits)?	
Typical work commute mode	0 to 2 miles	3 to 5 miles	6 to 10 miles	11 to 20 miles	more than 20 miles	Yes	No
No trips by driving alone	42%	40%	37%	26%	23%	44%	27%
1 or more trips by driving alone	58%	60%	63%	74%	77%	56%	73%
No trips by car- or vanpooling	69%	81%	79%	81%	80%	77%	84%
1 or more trips by car- or vanpooling	31%	19%	21%	19%	20%	23%	16%
No trips by multi-mode	94%	91%	91%	83%	84%	89%	86%
1 or more trips by multi-mode	6%	9%	9%	17%	16%	11%	14%
No trips by walking	39%	94%	95%	98%	93%	73%	97%
1 or more trips by walking	61%	6%	5%	2%	7%	27%	3%
No trips by biking	48%	58%	89%	98%	96%	65%	95%
1 or more trips by biking	52%	42%	11%	2%	4%	35%	5%
No trips by bus	78%	46%	47%	62%	69%	55%	61%
1 or more trips by bus	22%	54%	53%	38%	31%	45%	39%

Typical work commute modes by other characteristics

Typical work commute mode	Responsible for taking children to school and/or childcare?: Take children to school and/or childcare	Responsible for taking children to school and/or childcare?: Do NOT take children to school or childcare	Is a car or other motor vehicle usually available to you for commuting to work?: Yes	Is a car or other motor vehicle usually available to you for commuting to work?: No	Is a bicycle usually available to you for commuting to work?: Yes	Is a bicycle usually available to you for commuting to work?: No	Age of Respondent: under 34 years old	Age of Respondent: 35 to 54 years old	Age of Respondent: 55 years or older	Gender of Respondent: Female	Gender of Respondent: Male
No trips by driving alone	24%	35%	25%	80%	39%	32%	42%	26%	35%	29%	42%
1 or more trips by driving alone	76%	65%	75%	20%	61%	68%	58%	74%	65%	71%	58%
No trips by car- or vanpooling	80%	74%	79%	85%	81%	79%	80%	82%	81%	78%	82%
1 or more trips by car- or vanpooling	20%	26%	21%	15%	19%	21%	20%	18%	19%	22%	18%
No trips by multi-mode	90%	86%	90%	79%	85%	90%	87%	85%	90%	88%	86%
1 or more trips by multi-mode	10%	14%	10%	21%	15%	10%	13%	15%	10%	12%	14%
No trips by walking	94%	71%	88%	73%	83%	87%	76%	93%	92%	78%	90%
1 or more trips by walking	6%	29%	12%	27%	17%	13%	24%	7%	8%	22%	10%
No trips by biking	71%	67%	83%	72%	63%	99%	75%	79%	94%	85%	78%
1 or more trips by biking	29%	33%	17%	28%	37%	1%	25%	21%	6%	15%	22%
No trips by bus	67%	66%	62%	40%	55%	60%	58%	68%	48%	65%	52%
1 or more trips by bus	33%	34%	38%	60%	45%	40%	42%	32%	52%	35%	48%

Appendix D: Survey Methodology

The Downtown Boulder Employee Transportation Survey has been implemented eight previous times: in 1993, 1995, 1997, 1999, 2001, 2005, 2008 and 2011. In implementations before 2005, the survey administration was handled by a research and evaluation division within the City of Boulder. For the first implementation in 1993, the survey was administered by telephone. In subsequent implementations, however, a drop-off/pick-up methodology was employed, as described below.

Before 2005, data for the Downtown Boulder Employee Transportation Survey was always conducted in the fall months. A similar effort for all Boulder Valley employees was conducted in the summer of the same years. In 2005, it was decided that these efforts could be combined to achieve some cost savings for the involved agencies. The same set of questions were used across all the study groups, to allow comparisons as possible, and to realize the cost-efficiency savings.

Selecting Employers for the Survey

For the Downtown Boulder sample, a database was available that included nearly all organizations within the CAGID and BID boundaries. A stratified, cluster sampling procedure was used to randomly select companies by number of employees to participate in the study. For the downtown area, 350 employers were selected for the survey from a list of 1,371 organizations.

Survey Administration

Each organization selected for participation in the study was mailed a letter explaining the importance of the study and asking for participation. The letter was addressed to the contact person listed in the database or the company president or manager. A week after receiving the letter, Lane Landrith from the Downtown Management Commission called the contact person to determine if the company would participate and if they would, to explain the survey procedure. The contact person served as the survey administrator. For many companies, that contact person could send an email invitation to the organization’s employees inviting them to participate in an online survey. For some organizations where employees did not have computer access at work, Lane dropped off the surveys to the contact person and explained the importance of random sampling and high response rates. The contact person was then given approximately one to two weeks to administer the surveys, which were then picked up by Lane or one of his assistants. In 2014, the hard copy survey was shortened to be only 2 pages, as there had been complaints in years’ past about the length of the survey when administered by pencil and paper.

Survey Response Rate

Of the 350 employers selected for the survey, once contacted, 82 agreed to participate and provided at least one completed employee survey, for a company response rate of 24%.

A total of 472 completed surveys were collected from downtown employees. Of these, 126 were hard copy surveys and 346 were completed online. The 95% confidence interval (“margin of error”) is approximately ±5%.

Not all employees elected to participate; the average employee response rate was 52%; the overall employee response rate was 34% (calculated as the total number of responses divided by the total number employees in the companies where at least one employee responded; smaller companies tended to have higher response rates, thus skewing the average company response rate higher). The tables below break down the company response rates and employee response rates within companies by the size of the company (number of employees) and type of company.

Response rates by number of employees in company

Number of Employees in Company	Number of Companies Contacted	Company participated?		Company Response Rate	Average Employee Response Rate
		Yes	No		
1-4	191	21	170	11%	71%
5-9	56	24	32	43%	53%
10-19	39	15	24	38%	59%
20-49	33	18	15	55%	30%
50+	5	4	1	80%	15%
Unknown	26	1	25	4%	---
Total	350	83	267	24%	52%

Response rates by type of company

Type of Company	Number of Companies Contacted	Company participated?		Company Response Rate	Average Employee Response Rate
		Yes	No		
Creative Marketing/ Web Design	1	0	1	0%	
Government - City/County	2	1	1	50%	31%
Hotel	1	1	0	100%	25%
Non-profit	10	4	6	40%	84%
Office: Architectural/Design/Building	8	1	7	13%	54%
Office: Architectural/Design/Building/Engineering	4	3	1	75%	67%
Office: Consulting	1	0	1	0%	
Office: Creative Services	46	14	32	30%	55%
Office: Financial services	43	10	33	23%	57%
Office: Green/Energy - solar/wind/etc.	6	2	4	33%	45%
Office: Professional Services - Legal/accounting	21	5	16	24%	75%
Office: Professional Services - Legal/Accounting/Real Estate	28	5	23	18%	32%
Office: Technology	37	9	28	24%	57%
Other	24	4	20	17%	57%
Personal Service - Health/Fitness/Spa/Salon	2	1	1	50%	100%
Personal Service - Health/Fitness/Spa/Salon/Therapy/Travel	30	1	29	3%	50%
Personal Service - spa/salon	3	0	3	0%	
Restaurant	34	10	24	29%	22%
Retail	49	12	37	24%	44%
Total	350	83	267	24%	52%

Employers that Participated in the Survey

The employers that participated in the 2014 Downtown Employee Survey for Transportation are listed below:

- Serac Adventure Films
- Regus
- JVA Inc.
- Flatirons Bank
- Guaranty Bank
- ANB Bank/American National Bank
- Mobile Cause
- HUB Boulder (or Impact HUB Boulder)
- KidDrinx Inc
- Bruce J Oreck, Attorney
- UNICO Properties
- Nature's Own
- Kapost
- Kendall Koenig & Oelsner PC
- Surround Architecture, Inc.
- People Productions
- Wells Fargo Advisors
- MODUS Law (was Stigler Wussow Braverman)
- Parallel Path Internet Marketing
- Conversant Solutions
- Trada, Inc./Palio LLC
- TechStars LLC
- Keen One Foods
- AAIS - American Assoc. Insurance Services
- Core Technologies
- O'Brien Law PC
- Insight Designs Web Solutions
- Southwest Research Inst.
- Consus Corporation
- Gorilla Logic
- Ameriprise Financial Services
- Mark T. Langston & Carol Glassman
- Daniel M. Day & Associates
- Centennial Investment Mgmt
- SendGrid
- Raymond James and Associates/Millstone
- Authentic Asia
- Sakyong Foundation
- Renewable Social Benefits Funds
- Aurora Organic Dairy Corp.
- Mapleton Hill Media
- Mediterranean Restaurant
- Brewers Association
- Barris Laser & Skin Care
- Robinson-Tweedy
- Scottsdale Properties
- Slice of Lime
- Cured Boulder
- West End Wine - 8th Street Wine Library
- eGo Car Share
- Sustainably Built, LLC
- Fuse LLC (co-working labs)
- Pivotal Labs
- Suerte Tequila
- Element Properties
- Conservation Fund
- El Loro Jewelry & Clog
- FirstBank
- Victors & Spoils
- Art Mart, Ltd.
- West Flanders Brewing CO.
- Foolish Craig's Café
- Positive Energy
- Boulder Shambhala Center
- Illegal Pete's
- Pancil
- Sushi Tora
- SALT Boulder Bistro
- Peppercorn
- Starr's Clothing
- Hurdles Jewelry
- University Bicycles
- U.S. Postal Service Boulder Main
- Om Namah
- Pizzeria Locale & IL Caffe
- Into The Wind, Inc.
- Liquor Mart
- Wells Fargo-Canyon
- Wok Eat Colorado
- SPS Studios & Blue Mtn Arts
- Jax Fish House
- Boulderado Hotel

Data Analysis and Weighting

Completed questionnaires were checked for accuracy by National Research Center, Inc. (NRC) staff. The data were then entered, and the results analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS).

Due to differential participation and response rates of companies of varying size, a weighting scheme was utilized to ensure greater representation of the workforce. The standard to which these data were weighted was the downtown business database. Thus, after these weights were applied, the employees in the sample represented all of those in the Downtown (as best it can be described) in terms of size of company. The table below shows the results of applying the survey weights.

For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix A: Complete Survey Responses. In addition, crosstabulations of the modal share of the work commute were created for *Appendix C: Modal Split by Respondent Characteristics*. Statistical tests of significance were conducted to determine the probability of whether differences between respondent subgroups could be considered due to chance alone. Where the probability was less than 5% ($p<0.05$), differences were considered statistically significant.

Downtown Employee Survey Weighting Scheme

Percent of Employees in Businesses:	Downtown Business Database	Unweighted Survey Responses	Weighted Survey Responses
Size			
1 to 4 employees	11.9%	8.7%	10.8%
5 to 9 employees	15.5%	18.0%	16.5%
10 to 19 employees	21.3%	22.9%	19.0%
20 to 49 employees	28.1%	32.0%	25.0%
50+ employees	23.2%	10.4%	20.7%
Unknown size	0.0%	8.1%	8.1%
Type of Business			
Office – Technology	15.6%	20.1%	18.3%
Office – Other	37.9%	44.1%	34.2%
Personal Service	4.2%	0.4%	3.8%
Hotel	3.1%	6.4%	2.7%
Restaurant	25.6%	10.6%	22.8%
Retail	13.6%	13.6%	13.3%
Unknown	0.0%	4.9%	4.9%

Appendix E: Survey Instrument

The following pages contain a copy of the Downtown Employee Survey initial letter to employers, as well as the four-page and two-page versions of the questionnaire. The online survey was identical to the four-page questionnaire, except that drop-down boxes were used for the make and model of the vehicle. No four-page hard copy surveys were distributed or collected in Downtown.

CITY MANAGER'S OFFICE
P.O. Box 791
Boulder, Colorado 80306
303-441-3090

City of Boulder

DOWNTOWN & UNIVERSITY HILL MANAGEMENT DIVISION AND PARKING SERVICES
1500 Pearl Street, Suite 302
Boulder, CO 80302
303-413-7317

Fall 2014

Dear Downtown Employer,

Your business has been randomly selected as part of a statistical representation of all downtown employers to participate in a City of Boulder survey of travel patterns of Boulder Valley and Downtown Boulder employees. This survey has been conducted every few years since 1993 to determine the transportation needs and behavior of those working in Boulder Valley and Downtown Boulder. Downtown Boulder, Inc. is partnering with the City of Boulder in this outreach and input effort because it recognizes that efficient local and regional transportation networks are key requirements for our community's economic, social and environmental health.

Over time, information from the survey shows us trends in transportation habits and the success of transportation programs. This information also helps guide the planning for transportation improvements within Boulder and between Boulder and other communities, and gathers important information about the free downtown EcoPass that is provided for full-time employees by the City of Boulder's Downtown & University Hill Management Division and Parking Services.

The views of all employees, both those who live in Boulder and those who live in other communities, are considered vital in transportation planning involving work-related trips. **Information from this survey will help us improve the future transportation options available to your employees.**

This questionnaire, available both online and in print version, including Spanish, will only take about 10 minutes for an employee to complete. Lane Landrith from DUHMD and Parking Services will be contacting you regarding the survey procedures. If you have any questions or comments about the survey, please call him at 303-413-7316, or email: landrithl@bouldercolorado.gov

We hope that your business and employees will participate in this survey. We really appreciate your help on this important project.

If your organization is comprised of employees who work at computers, you can invite them now to complete the survey at www.n-r-c.com/survey/downtownemployee.htm

Thank you,

Jane S. Brautigam
Boulder City Manager

Sean Maher
Executive Director, Downtown Boulder, Inc.

Boulder Valley Employee Survey 2014

The City of Boulder is conducting a survey of a select number of Boulder Valley employees regarding their transportation needs and behavior. **Information from this survey will help us improve the future transportation options available to employees who work in Boulder.**

If you have more than one job, please answer these questions ONLY for the job you do for the employer through which you received this survey.

All of your responses are completely confidential, and will be reported in group form only.

Today's Date: ________/_________/2014____ The organization for which you work: ____

Work Commute

1. How did you get to work today? (Please check all that apply)

- ❑ Drove alone
- ❑ Drove with at least one other person →
  - *how many others total?* ...._________
  - *how many under 16 years old?*........_________
- ❑ Walked
- ❑ Biked
- ❑ Rode a bus or buses
- ❑ Carried a bike on a bus or buses
- ❑ Used a Park-n-Ride
- ❑ Worked at home
- ❑ Other ___________________________________

2. About how far is your home from work?................. _____________ *miles*

3. About what time did you <u>leave</u> home for work today?........... _____________ AM/PM

4. Did you come straight to work from home today?

- ❑ Yes → About how many minutes did it take?...... _________ *min*
- ❑ No → How many stops did you make on your way to work?................ _________ *stops*

5. Yesterday, or on the last day you worked, how many stops did you make on your way home? ....__________ *stops*

6. About what time do you *usually* <u>arrive</u> at work? ....______________ AM/PM

7. About what time do you *usually* <u>leave</u> work? ....______________ AM/PM

8. During a typical week, how many days do you commute to work in each of the ways listed below?

Drive alone ..... _________

Drive with at least one other person ..... _________

Multi-mode (e.g., car then bus, bike then bus, etc.) ..... _________

Walk ..... _________

Bike ..... _________

Ride a bus(es) ..... _________

Compressed work week ..... _________
(i.e., number of days not worked because work longer hours other days)

Work at home ..... _________
(only count those days where you work at home INSTEAD of commuting to work)

Other ..... _________

Teleworking

9. On average, how often do you telework (work at home instead of going into the office) a month? (Include only full days at home when you did not travel to your work place.)

- ❑ Never
- ❑ Less than once a month
- ❑ 1 to 3 days per month
- ❑ Once a week
- ❑ Twice a week
- ❑ Three days a week or more

Work Day Trips

10. How many one-way trips did you make during your workday yesterday (or on the last day you worked), <u>not including your work commute.</u>

    (Please include trips made for lunch, meetings, or errands – personal or work-related. A round trip counts as 2 one-way trips. For example, a round trip to and from lunch is 2 one-way trips. Each time you went to a different location is one trip. Record zero if no workday trips were taken besides your work commute.)

    ___________ *workday one-way trips*

If you made no trips yesterday during the workday, please go to question #12

11. What method(s) of travel was used for these non-commute workday trips during your workday yesterday? Please indicate how many times you used each of the following modes, and then how many miles you drove each mode yesterday.

	# of trips	# of miles
Drove alone.	_______	_______
Drove with at least one other person.	_______	_______
Used a CarShare.	_______	_______
Multi-mode (e.g., car then bus, bike then bus, etc.)	_______	_______
Biked.	_______	_______
Used Boulder B-cycle.	_______	_______
Walked.	_______	_______
Rode a bus(es)	_______	_______
Other.	_______	_______

12. About how often do you run work-related errands or attend meetings away from your primary work site?
    - ❑ Daily
    - ❑ Several times a week
    - ❑ About once a week
    - ❑ About once every two weeks
    - ❑ About once a month
    - ❑ Less than once a month
    - ❑ Never → *go to question #14*
    - ❑ Other ___________________

13. If you run errands or attend meetings for your job, is there a work vehicle available to you or do you provide your own transportation? (Please check all that apply.)
    - ❑ I use my own vehicle or other means of transportation
    - ❑ I use an employer-provided vehicle
    - ❑ I use an employer-provided bicycle
    - ❑ I use a CarShare
    - ❑ I use Boulder B-cycle
    - ❑ Other _____________________________

Parking

14. When you drive a car to work, where do you usually park?
    - ❑ City lot or city garage with a permit
    - ❑ City lot or city garage with cash or pre-payment
    - ❑ Private lot, private garage or private parking space
    - ❑ On-Street with meter
    - ❑ Residential street, no meter
    - ❑ Other ________________________________
    - ❑ I don't usually drive a car to work

Transit

15. Do you have an Eco-Pass, the annual pass which allows you to ride RTD buses and the Community Transit Network buses (e.g., SKIP, HOP, JUMP, etc.) for no additional charge?
    - ❑ Yes, a CU student College Pass
    - ❑ Yes, a CU faculty/staff Eco-Pass
    - ❑ Yes, a downtown Eco-Pass
    - ❑ Yes, through my employer
    - ❑ Yes, through my neighborhood
    - ❑ No

16. Do you ever ride a bus to work?

    ❑ Yes ❑ No

17. During a typical week, how many one-way trips do you make on an RTD bus or Light Rail that are <u>not</u> for commuting to work but are for pleasure or personal business?

    (Each time you go to a different location is one trip. A transfer to another bus is part of the same trip and does not count as another trip. A round trip counts as two one-way trips).

    Record zero if no non-work bus trips are taken during a typical week.

    ___________ *one-way bus trips (not for work)*

18. During the last year, about how many times have you been to Denver International Airport?

- ❑ None → *go to question #19*
- ❑ One or more times→

  About how many times did you go either to *or* from the airport (i.e., how many one-way trips)?.. ________

Of these trips, how many did you:

Have someone else drop you off.......... ______

Drive and park................................... ______

Take commercial van service........... ______

Take skyRide and paid fare (paid on own or paid by employer) .... ______

Take skyRide with EcoPass .... ______

Child Care

19. Are you responsible at least some of the time for transporting your child(ren) to and/or from school or child care?

- ❑ Yes, school
- ❑ Yes, childcare
- ❑ Yes, both school and childcare
- ❑ No → *go to question #21*

20. Did you take your child(ren) to school or child care today?

- ❑ Yes, school
- ❑ Yes, childcare
- ❑ Yes, both school and childcare
- ❑ No

About Your Job

21. Are you a full or part-time employee?

❑ Full-time ❑ Part-time

22. What category best describes your typical work schedule?

- ❑ Monday through Friday, daytime
- ❑ Monday through Friday, evenings
- ❑ Weekends
- ❑ Rotating/variable schedule
- ❑ Other ________________________________

23. What category best describes your job?

- ❑ Retail/sales
- ❑ Service/restaurant/delivery
- ❑ Manufacturing/production/"high-tech"
- ❑ Office (professional, business, administrative, support)
- ❑ Medical/dental
- ❑ Construction/trades/laborer
- ❑ Other

24. What is your hourly pay rate at this job?
(Please include the value of any tips or commissions you receive. If you are paid an annual salary, estimate your hourly rate by dividing by 2,080 work hours per year.)

- ❑ $7.00 per hour or less
- ❑ $7.01 to $10.00 per hour
- ❑ $10.01 to $12.00 per hour
- ❑ $12.01 to $15.00 per hour
- ❑ $15.01 to $20.00 per hour
- ❑ $20.01 to $25.00 per hour
- ❑ $25.01 to $50.00 per hour
- ❑ $50.01 or more per hour

25. For each of the following, please indicate which your employer makes available to you and which you have used in the past 6 months.

	Employer Provides? Yes	No	*Used in last 6 months?* Yes	No
Ride matching for carpools/vanpools	❑	❑	❑	❑
EcoPass	❑	❑	❑	❑
Subsidized vanpool or transit fares	❑	❑	❑	❑
Pre-tax benefits for transit, vanpool	❑	❑	❑	❑
Transit and or bicycle maps, schedules or information	❑	❑	❑	❑
Bike racks	❑	❑	❑	❑
Bike lockers or other covered, protected storage	❑	❑	❑	❑
Showers and changing facilities	❑	❑	❑	❑
Telework option	❑	❑	❑	❑
Compressed work week option	❑	❑	❑	❑
Flextime	❑	❑	❑	❑
Employee Transportation Coordinator (ETC)	❑	❑	❑	❑
Walk and Bike Month (Bike to Work Day) participation	❑	❑	❑	❑
Preferential parking for carpools/vanpools	❑	❑	❑	❑
Boulder B-cycle (bike share) membership	❑	❑	❑	❑
eGo CarShare (membership or reimbursement)	❑	❑	❑	❑

About You and Your Household

26. Is a car or other motor vehicle usually available to you for commuting to work?
    - ❑ Yes
    - ❑ No → *go to question #29*

27. What is the year, make and model of the vehicle you usually drive to work?

    ______________________ *year*

    ______________________ *make*

    ______________________ *model*

28. Is this car . . .

	yes	no
Hybrid (gas/electric)	❑	❑
EV (electric vehicle)	❑	❑
Level 2 EV charger at work?	❑	❑
PZEV (partial zero emissions vehicle)? ...	❑	❑

29. Is a bicycle usually available to you for commuting to work?
    - ❑ Yes
    - ❑ No

30. Are you a member of eGo CarShare or any other car share program?
    - ❑ Yes
    - ❑ No

31. Are you a member of Boulder B-cycle (bike share)?
    - ❑ Yes
    - ❑ No

32. Do you live in Boulder (within the city limits)?
    - ❑ Yes
    - ❑ No

33. What is your home zip code? ... ______________

34. What is the intersection nearest to your home?

    ____

    & ____________________________________

35. Are you a student at CU Boulder?
    - ❑ Yes, an undergraduate student
    - ❑ Yes, a graduate student
    - ❑ No

36. How much do you anticipate your household's total income before taxes will be for 2014? (Please include income from all sources for all persons living in your household.)
    - ❑ Less than $10,000
    - ❑ $10,000 to $19,999
    - ❑ $20,000 to $29,999
    - ❑ $30,000 to $39,999
    - ❑ $40,000 to $49,999
    - ❑ $50,000 to $74,999
    - ❑ $75,000 to $99,999
    - ❑ $100,000 to $149,999
    - ❑ $150,000 or more

37. In which category is your age?
    - ❑ Under 18
    - ❑ 18-24 years
    - ❑ 25-34 years
    - ❑ 35-44 years
    - ❑ 45-54 years
    - ❑ 55-64 years
    - ❑ 65 years or older

38. What is your gender?
    - ❑ Female
    - ❑ Male

Thank you very much for completing this survey!

Please fold the survey, staple or tape it and return it to your organization's contact person for pick-up by a staff member from National Research Center.

You can also mail it to:

National Research Center, Inc.
2955 Valmont Road, Suite 300
Boulder, CO 80301

Boulder Valley Employee Survey 2014

The City of Boulder is asking Boulder Valley employees questions about how they get to and from work. The answers will be used to improve the transportation system in Boulder and between Boulder and other communities.
Knowing about the travel experiences of employees who work in Boulder is important for transportation planning about work-related trips. We want to hear from you!

If you have more than one job, please answer these questions ONLY for the job you do for the employer through which you received this survey.

All of your responses are completely confidential, and will be reported in group form only.

Today's Date: ________/_________/2014____ The organization for which you work: ______________________________

Work Commute

1. How did you get to work today? (Please check all that apply)
   - ❑ Drove alone
   - ❑ Drove with at least one other person →
     - *how many others total?*............. ________
     - *how many under 16 years old?* ... ________
   - ❑ Walked
   - ❑ Biked
   - ❑ Rode a bus or buses
   - ❑ Carried a bike on a bus or buses
   - ❑ Used a Park-n-Ride
   - ❑ Worked at home
   - ❑ Other ______________________________

2. About how far is your home from work? .... ____________ *miles*

3. About what time did you <u>leave</u> home for work today?........... ____________ AM/PM

4. Did you come straight to work from home today?
   - ❑ Yes → About how many minutes did it take?.. ________ *min*
   - ❑ No → How many stops did you make on your way to work?............ ________ *stops*

5. Yesterday, or on the last day you worked, how many stops did you make on your way home?........ __________ *stops*

6. About what time do you *usually* <u>arrive</u> at work? .... ____________ AM/PM

7. About what time do you *usually* <u>leave</u> work? .... ____________ AM/PM

8. During a typical week, how many days do you commute to work in each of the ways listed below?

   Drive alone... _________

   Drive with at least one other person... _________

   Multi-mode (e.g., car then bus, bike then bus, etc.)... _________

   Walk... _________

   Bike... _________

   Ride a bus(es)... _________

   Compressed work week... _________
   (i.e., number of days not worked because work longer hours other days)

   Work at home... _________
   (only count those days where you work at home INSTEAD of commuting to work)

   Other... _________

Parking

9. When you drive a car to work, where do you usually park?
   - ❑ City lot or city garage with a permit
   - ❑ City lot or city garage with cash or pre-payment
   - ❑ Private lot, private garage or private parking space
   - ❑ On-street with meter
   - ❑ Residential street, no meter
   - ❑ Other ______________________________
   - ❑ I don't usually drive a car to work

Transit

10. Do you have an Eco-Pass, the annual pass which allows you to ride RTD buses and the Community Transit Network buses (e.g., SKIP, HOP, JUMP, etc.) for no additional charge?
    - ❑ Yes, a CU student College Pass
    - ❑ Yes, a CU faculty/staff Eco-Pass
    - ❑ Yes, a downtown Eco-Pass
    - ❑ Yes, through my employer
    - ❑ Yes, through my neighborhood
    - ❑ No

11. Do you ever ride a bus to work?

❑ Yes ❑ No

12. During a typical week, how many one-way trips do you make on an RTD bus or Light Rail that are not for commuting to work but are for pleasure or personal business?
(Each time you go to a different location is one trip. A transfer to another bus is part of the same trip and does not count as another trip. A round trip counts as two one-way trips). **Record zero if no non-work bus trips are taken during a typical week.**

_____________ *one-way bus trips*

About Your Job

13. Are you a full or part-time employee?

❑ Full-time ❑ Part-time

14. What category best describes your typical work schedule?

❑ Monday through Friday, daytime
❑ Monday through Friday, evenings
❑ Weekends
❑ Rotating/variable schedule
❑ Other ________________________________

15. What category best describes your job?

❑ Retail/sales
❑ Service/restaurant/delivery
❑ High-tech
❑ Manufacturing/production
❑ Office (professional, business, administrative, support)
❑ Medical/dental
❑ Construction/trades/laborer
❑ Other

16. What is your hourly pay rate at this job?
(Please include the value of any tips or commissions you receive. If you are paid an annual salary, estimate your hourly rate by dividing by 2080 work hours per year.)

❑ $7.00 per hour or less
❑ $7.01 to $10.00 per hour
❑ $10.01 to $12.00 per hour
❑ $12.01 to $15.00 per hour
❑ $15.01 to $20.00 per hour
❑ $20.01 to $25.00 per hour
❑ $25.01 to $50.00 per hour
❑ $50.01 or more per hour

About You and Your Household

17. Is a car or other motor vehicle usually available to you for commuting to work?

❑ Yes ❑ No → *go to question #20*

18. What is the year, make and model of the vehicle you usually drive to work?

________ ________________________ ______________
year *make* *model*

19. Is this car . . .	yes	no
Hybrid (gas/electric)	❑	❑
EV (electric vehicle)	❑	❑
Level 2 EV charger at work?	❑	❑
PZEV (partial zero emissions vehicle)? ...	❑	❑

20. Is a bicycle usually available to you for commuting to work?

❑ Yes ❑ No

21. Are you a member of eGo CarShare or any other car share program?

❑ Yes ❑ No

22. Are you a member of Boulder B-cycle (bike share)?

❑ Yes ❑ No

23. Do you live in Boulder (within the city limits)?

❑ Yes ❑ No

24. What is your home zip code? .... ____________________

25. Are you a student at CU Boulder?

❑ Yes, an undergraduate student
❑ Yes, a graduate student
❑ No

26. How much do you anticipate your household's total income before taxes will be for 2014?
(Please include income from all sources for all persons living in your household.)

❑ Less than $10,000
❑ $10,000 to $19,999
❑ $20,000 to $29,999
❑ $30,000 to $39,999
❑ $40,000 to $49,999
❑ $50,000 to $74,999
❑ $75,000 to $99,999
❑ $100,000 to $149,999
❑ $150,000 or more

27. In which category is your age?

❑ Under 18
❑ 18-24 years
❑ 25-34 years
❑ 35-44 years
❑ 45-54 years
❑ 55-64 years
❑ 65 years or older

28. What is your gender?

❑ Female ❑ Male

Thank you very much for completing this survey!
Please fold the survey, staple or tape it and return it to your organization's contact person for pick-up by a staff member from National Research Center.
You can also mail it to:
National Research Center, Inc.
2955 Valmont Road., Suite 300; Boulder, CO 80301

To: Downtown Management Commission

DATE: March 2, 2015

SUBJECT: Update on CAGID Information Sheet

This memo has been developed to provide an update to the Downtown Management Commission (DMC) on the downtown parking and access "one pager" currently under development. This document was requested by the DMC during the December 1, 2014 DMC meeting.

The goal of this project is to create a one page information sheet containing information and statistics on access in downtown Boulder. The document will contain all modes of access, including parking.

DUHMD/PS is working with Vanessa Solesbee of the Solesbee Group to manage this project. We have reached out to a local marketing company for design and of the final product. We plan to meet with them next week to present the concept and receive a quote.

Audiences:

- Board and Commission members
- Developers
- Property and business owners (current and future)
- Possibly City Council
- Residents and in-commuters

Content:

- Trends in "Access Units" (where we've been, where we are now, where we are going)
  - Parking
  - Transit
  - Bicycle
  - Walking
- Utilization
- Occupancy
- Waitlists
- NPP participants
- Permits, Punch-cards (usage and revenue)
  - On and off street revenue
  - Future/projected needs
  - Parking requirements by districts (i.e., minimums, maximums)