



## 2014 University Hill Business and Employee Surveys for Transportation and Hill Area Intercept Survey and Mode Count Report of Results

April 2014



*Image from evan hunter via Flickr, Creative Commons Attribution.*



## Contents

SUMMARY OF RESULTS.....	2
Survey Background.....	2
APPENDIX A: RESPONSES TO THE BUSINESS SURVEY.....	7
APPENDIX B: RESPONSES TO THE EMPLOYEE SURVEY .....	20
Complete Set of Responses to the Employee Survey.....	20
Crosstabulations of Employee Survey Results by CU Student Status .....	32
APPENDIX C: RESPONSES TO THE INTERCEPT SURVEY.....	38
Complete Set of Responses to the Intercept Survey.....	38
Crosstabulations of Intercept Survey Results by Whether Respondent Was Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status.....	55
APPENDIX D: TABULATION OF MODE COUNT DATA COLLECTION.....	68
APPENDIX E: SURVEY INSTRUMENTS AND DATA COLLECTION FORMS .....	69

## Summary of Results

### Survey Background

The City of Boulder's University Hill General Improvement District (UHGID) desired to learn more about transportation to and from as well as through the Hill commercial area. Several data collection efforts were undertaken to obtain this information: 1) a survey of Hill business owners/managers, 2) a survey of Hill employees, 3) intercept surveys of those walking in the Hill commercial area, and 4) mode counts of the transportation modes being used in the Hill commercial area.

UHGID contracted with National Research Center, Inc. to help develop a data collection strategy and to design the questionnaires and data collection instruments. With guidance from UHGID, NRC drafted the various questionnaires. These questionnaires underwent several iterations as they were reviewed by UGHID and revised by NRC before being finalized. Copies of the questionnaires and data collection forms can be found in *Appendix E: Survey Instruments*.

A total of 48 businesses were requested to complete the business survey; 18 did so, for a 38.5% response rate. Employees from 48 businesses were asked to complete the employee survey; 95 employees from 22 businesses did so.

Intercept surveying took place from 11am to 3pm for two weeks on Tuesdays through Fridays. Additional shifts were also completed on Thursday from 1pm-3pm the following week. Two interviewers were assigned to work each of these shifts. One would approach individuals to do the interview, the other would count transportation modes. Copies of the instructions given to the interviewers can be found in *Appendix E: Survey Instruments*. A total of 1,383 people were approached to do a survey, of these, 295 did so, for a response rate of 21%. Of the 1,088 people who refused to do the survey, 62% said they too busy or did not have enough time, 33% "didn't want to," 2% said they had already been surveyed, less than 1% did not speak English, and 3% gave an "other" response. None of those approached to be interviewed who refused had children in their group, while about 1% of those who were interviewed had children in their group. The average party size of those who refused to be interviewed was 1.4 people, compared an average party size 1.3 for those who agreed to be interviewed; 67% of those who refused to be interviewed were one-person parties compared to 76% of those who were interviewed.

### Business and Employee Demographics

With discussions currently taking place about potential reinvestment strategies on University Hill, it is clear that a better understanding of who is in the University Hill commercial area community and how they travel to and from the district will be critical to making well-informed strategic decisions regarding the district. The survey of business owners and managers asked questions about the nature of their business and demography of employees and both employers and employees were asked how they travel to and from work, and in what other ways do they use University Hill. This information was combined with results from intercept surveys to create a more robust picture of the different groups of users who interact in the shared district.

Of the 17 respondents to the survey of business owners and managers, 22.2% were from retail stores (N=4), 16.6% from restaurants (, N=3), 11.1% had professional services (N=2) and 11.1%, had health care services (N=2). . Six businesses (35.3%), were in the "other" category; and

provided descriptions that would be considered services. The average age of the businesses (Question #5) was 13.2 years, with the oldest in business for 54 years.

The University Hill businesses that responded to the survey had an average of 10.2 employees per business (Question #6) with 4.2 full-time and 5.5 part time staff. However, a surprising finding was that only 22.1% of the employees, on average, were current CU students (Question #7). Of the employees, 56.2% had a weekday, daytime schedule (Question #8) with the second-most popular shift being ‘variable/rotating schedule’ (20.9%). Fewer of the staff worked weekday (5.9%) and weekend evenings (5.6%).

## Business Owner Transportation Trends

Most business owners/managers (83.3%, N=15) either didn’t know if they were eligible for an EcoPass or were not eligible for an EcoPass (Question #10). Those that knew they were eligible (N=3) unanimously used the pass more than once per week (Question #11). On the day of the survey, 70.6% of the business owners drove alone (N=12) and only 11.8% (N=2) biked to work (Question #12). Of those owners who drove, 3 parked in one of the UHGID parking lots, 4 parked in a space leased by the business, 2 parked on the street in the UHGID district, and 2 parked on the street in the University Hill residential area (Question #13). Nearly 80% of the business owners said that they typically drive alone (74%) or carpool (5.8%) to work, while every other modal use comprised only 20.2% of the business owner trips (Question #14). When asked ‘when you drive to work, where do you usually park?’ 29.4% (N=5) responded that they park in a space leased by the business and 23.5% (N=4) said that they usually park on the street in the University Hill residential area (Question #15).

This trend was similar for employees; business owners estimated that 68.6% of the commuter trips made by their staff were made by driving alone or carpooling (Table 21: Question #18). When asked where they thought their employees who drove usually parked, 5 responded that their employees park in private lots or leased spaces, 3 said employees usually park on the street in the UHGID district, 3 said the University Hill residential area, and 2 thought their employees parked in one of the UHGID parking lots.

Of the business owners, 47.1% (N=8) lived within Boulder city limits, 17.6% (N=3) lived in Longmont, and 17.6% (N=3) lived in Broomfield, Westminster, or Arvada (Question #27).

## Perceived Strengths and Weaknesses of University Hill

In an open-ended question, business owners were asked to comment on what they saw as the strengths of the University Hill Commercial District (Question #20). A number of respondents mentioned similar themes, as follows:

- Location to campus (x7)
- Students/ customers (x4)
- Diverse mix of businesses (x3)

Employees were asked the same question (Table 49: Question #9) and of the 55 comments, the most frequently cited were:

- Location to campus (x5)
- Food: quick/ restaurants/ etc. (x5)
- Unique area/ district/ shops (x4)
- Variety of needs available (x6)

Overall there was a variety of proposals for making the Hill better from the 17 owners, but the most prominent themes were:

- Parking (x7)
- More diversity of use (x5)

The employees working on University Hill were much more united in what they felt would be one thing that would make the University Hill commercial district a better place. The most popular themes of the 55 responses were the following (Table 50: Question #10):

- Parking (x32)
  - Free (x9)
  - More (x7)
  - Better (x6)
  - Cheaper (x3)
- More diversity/ variety in businesses (x8)

Next most frequently mentioned by employees were:

- Wanting more alcohol licenses/ restaurants/ establishments (x4)
- Cleanliness (x3)
- Safety and security (x2)

## Employee Transit Patterns

Fifty-six employees responded to the survey asking them about how they travel to work and how they used the University Hill.

Asked about parking (Table 39: Question #2), 25% (N=14) said they did not drive to work, 26.8% (N=15) said they parked in the University Hill residential area, and 16.1% (N=9) said they parked in a private lot or space leased by the business. Overall, a combined 25% (N=14) stated that they parked in the UHGID district, either in one of the parking lots or on the street. The employees were much less likely than the business owners to travel during their work day (Table 44: Question #5), 30.9% (N=17) said they did so 'less than once a month'. Between 10% and 15% (N=6: N=8) replied to each response that they travel two or more times a day, once a day, or several times a week.

Twelve of the respondents to the employee survey said they qualified for an EcoPass (Table 46: Question #6), and of those, half either did not pick up the EcoPass (N=3) or used it less than once a month (N=3) (Table 48: Question #8). Another quarter (N=3) responded that they used the EcoPass more than once a week. It is worth noting that when asked what would make the district a better place (Table 50: Question 10) there was only one response calling for employee EcoPasses to be free.

Employees were asked how many days in a typical week that they commuted by a variety of travel modes (Table 41: Question #3). Most of these days (68.3%) employees drove alone or carpooled to work. Regarding other commute modes, employees said they walked 16% of the time, biked 10.5% of the time, and used the bus 4.6%. Only 16.4% (N=9) noted they never drive to work (Table 42: Question #4), which is less than the total of those eligible for a CollegePass. Of the employees, 76.4% (N=42) responded that they do have access to a motor vehicle (Table 52: Question #12) and 45.5% have access to a bike (N=25) (Table 53: Question #13), only 2 employees were members of eGo CarShare (Table 54: Question #14), and none were members of Boulder B-cycle (Table 55: Question #15).

Most University Hill employees lived within Boulder (Table 56: Question #16), 65.5% (N=36) and another 3.6% (N=2) lived in Gunbarrel. Other employees lived in Denver or other metro-area suburbs (16.3% (N=9), and the remaining employees all stated that they lived in Boulder County. This employee housing profile was relatively similar to another study conducted by NRC; the Downtown Boulder DBI in 2011. However, according to that study 43% of employees commuted to work by driving alone, whereas 22% used transit. These findings indicate that more University Hill employees drive alone to work (60.3%) than the employees of Downtown Boulder, and significantly less utilize transit (4.6%) than Downtown Boulder employees.

## Findings from the Intercept Survey

Over the course of 400 hours of surveillance and interview time, 288 randomly selected people participated in an intercept survey conducted at two intersections on the Hill. Of the 288 people intercepted, 200 of them (69.4%, Table 77) were coming from or going to one or more places on the Hill, while 88 were 'just passing through'. Of those passing through, 79% (N=51) said they were coming from or going home (Table 78: Question #1a) and 82.1% (N=55) said they were coming from or going to campus. About 1 in 8 of those stopped (14.5%, N=41) were a Hill business owner or employee (Table 81: Question #2), and of those 41, 52.6% (N=20) said they were going to or coming from work.

Somewhat mirroring a lack of Hill employee travel on the Hill while at work, of the 246 non-employee respondents, about half of them 47.6% (N=117) mentioned they were only coming to the Hill to visit a single place of business on their trip (Table 83: Question #3). A minority (22.4%, N=55) planned to visit two locations on University Hill, and 10.5% (N=26) planned to visit 3 or more locations. When asked where they were going, the most commonly mentioned places were:

- 7-eleven (x22)
- Buchanans (x11)
- Innisfree (x19)
- Half-fast subs (x13)
- The Sink (x16)

Of the 55 respondents who mentioned one or more business location that they would visit on the single trip, the most popular locations in a multi-stop trip were:

- 7-eleven (x14)
- Innisfree (x9)
- Chase Bank (x6)
- Freaky's (x5)
- Illegal Pete's (x5)
- Buchanans (x5)

## Parking and Transit

A slight majority, 50.2% (N=148) of all the people participating in the intercept survey walked to the Hill commercial area (Table 85: Question #5), while 22.4% (N=66) drove alone, 14.2% (N=42) drove with at least one other person, 8.5% (N=25) rode a bus, and 5.4% (N=16) biked to the Hill. Of those who drove alone or carpooled (N=107) of (Table 88: Question #6) most said they (42.9%, N=46) parked on the street within the UHGID district or parked in the University Hill residential area (24.3%, N=26). Only 3 parked at either the 1205 Pleasant lot or the 14<sup>th</sup> and College lot. When asked 'what one thing would make the University Hill commercial district a better place' (Table 103: Question #18) a total of 84 respondents mentioned a need for more/better/free parking on the Hill.

It is worth noting that of the 293 total respondents in the intercept survey, only 71.7% (N=210) live in Boulder (Table 92: Question #8). This clearly indicates that there is some transit activity from outside of Boulder either via bus, bike, or carpool. Most interviewees (71.1%, N=209) said that a car was available to them to use (Table 98: Question #13) so it is also clear those who have a car are choosing alternative methods of travel, but the survey did not cross-tabulate the options those with a car chose or what percentage of them were CU students who walked instead of driving. Only 2.4% (N=7) were members of eGo CarShare (Table 100: Question #15) and 1.4% (N=4) were members of Boulder B-cycle (Table 101: Question #16).

## CU Student Analysis of Use

How students use the Hill commercial area was another major question the survey tried to illuminate, and in Table 111, the intercept survey reveals that 63.9% of CU students were coming from or going to one or more places on the Hill, while 32.7% were just passing through to campus or home. Table 112 shows that of the previous 32.7%, 89.5% of them were coming or going home specifically, and Table 113 reveals that of the 32.7% passing through, 92.7% of them were coming from or going to campus. This shows there is slightly more of a draw from students on campus coming to the Hill than students in the neighborhood. Of the total student responses to Table 111, only 15.4% of students were coming from or going to work (Table 115).

CU students were more likely to take a bus to the Hill (9.9%) than non-CU survey respondents (Table 117: Question #5), and were most likely to walk (65.1%). Students by a small margin were also the most likely (48.9%) to visit only one store or business when coming to the Hill (Table 116: Question #3). This suggests that it might not be common for students to loiter or hang out on the Hill, instead using the area for a specific purpose and leaving. Of the Hill respondents who were *not* CU students, only 51.1% lived in Boulder (Table 121: Question #8) while 90.7% of CU students surveyed lived in Boulder.

## Appendix A: Responses to the Business Survey

The following pages contain a complete set of responses to each question on the University Hill Business Survey.

**Table 1: Question #2**

Are the owner or a manager of the business?	Percent of Respondents	Number of Respondents
Owner	72.2%	N=13
Manager	22.2%	N=4
Other	5.6%	N=1
Total	100.0%	N=18

**Table 2: Question #2 Other**

Are the owner or a manager of the business? Other responses
Partner (1 of 5) and Managing Director

**Table 3: Question #3**

Which category best describes the type of business you own/manage?	Percent of Respondents	Number of Respondents
Retail: clothing , accessories, jewelry, gifts etc.	0.0%	N=0
Retail: grocery, convenience, etc.	0.0%	N=0
Retail: bookstore	5.6%	N=1
Retail: office supplies, art	5.6%	N=1
Retail: other	11.1%	N=2
Restaurant	16.7%	N=3
"Fast food"	0.0%	N=0
Concert/entertainment venue	5.6%	N=1
Finance, insurance, accounting, banking, etc.	0.0%	N=0
Real estate, rental and leasing	0.0%	N=0
Information or computer services	5.6%	N=1
Advertising/Design/Architect	5.6%	N=1
Health Care Services (inc. medical marijuana and massage therapy)	11.1%	N=2
Other	33.3%	N=6
Total	100.0%	N=18

**Table 4: Question #3 Other**

Which category best describes the type of business you own/manage? Other responses
Co-working office and event space
Hair Salon
off campus prepaid card
Retail Services / Shipping (maybe this is Retail: Other)
Service: Tattoo and Piercing
Services

**Table 5: Question #4 and #5**

Question #4 and #5	Average	Median	Minimum	Maximum	Number of Respondents
About how many years has your business been in operation in the University Hill District?	13.7	10.0	0	54	N=18
About how many hours a week do you spend at this business?	37.4	36.5	5	80	N=18

**Table 6: Question #6**

Including yourself, how many full-time, part time and contract employees do you have at this location?	Average	Median	Minimum	Maximum	Number of Respondents
Full time employees	4.2	4.0	0	12	N=18
Part time employees	6.6	4.0	0	25	N=18
Contract workers	1.3	0.0	0	15	N=18
Total number of employees (including contract workers)	12.1	11.0	2	44	N=18

**Table 7: Question #7**

Question #7	Average	Median	Minimum	Maximum	Number of Respondents
Including yourself, how many of your employees are students at CU Boulder?	2.5	1.0	0	12	N=18
Percent of employees who are students at CU Boulder	0.2	0.1	.0%	80.0%	N=18

**Table 8: Question #8**

Roughly, what percent of employees at your worksite work the following schedules:	Average	Median	Minimum	Maximum	Number of Respondents
Weekdays, daytime	54.2%	65.0%	.0%	100.0%	N=18
Weekdays, evenings and/or nights	5.9%	.0%	.0%	20.0%	N=18
Weekends, daytime	11.5%	10.0%	.0%	30.0%	N=18
Weekends, evenings and/or nights	9.7%	.0%	.0%	80.0%	N=18
Variable/rotating schedule	20.9%	.0%	.0%	100.0%	N=18

**Table 9: Question #9**

Do you or does your employer participate in the EcoPass program, in which an employer purchases EcoPasses which are annual passes that allow unlimited bus rides?	Percent of Respondents	Number of Respondents
Yes	0.0%	N=0
No	100.0%	N=18
Total	100.0%	N=18

**Table 10: Question #10**

<b>Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)</b>	<b>Percent of Respondents*</b>	<b>Number of Respondents</b>
Don't know if I am eligible for an EcoPass or CollegePass	44.4%	N=8
No, I am not eligible for an EcoPass or CollegePass	38.9%	N=7
Yes, through my employer, or through the program I have set up for my business	0.0%	N=0
Yes, through my neighborhood program	11.1%	N=2
Yes, a CU Boulder student CollegePass	5.6%	N=1
Yes, a CU Boulder faculty/staff CollegePass	0.0%	N=0
Yes, other pass:	0.0%	N=0

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

**Table 11: Question #11**

<b>On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
I did not pick up my EcoPass or CollegePass	0.0%	N=0
less often than once a month	0.0%	N=0
about once every two weeks	0.0%	N=0
about once a month	0.0%	N=0
about once a week	0.0%	N=0
more than once a week	100.0%	N=3
Total	100.0%	N=3

\* Question only asked of those who were eligible to have an EcoPass or CollegePass

**Table 12: Question #12**

<b>How did you get to work today? (Please check all that apply.)</b>	<b>Percent of Respondents*</b>	<b>Number of Respondents</b>
Drove alone	72.2%	N=13
Drove with at least one other person	11.1%	N=2
Walked	5.6%	N=1
Biked	11.1%	N=2
Rode a bus or buses	11.1%	N=2
Carried a bike on a bus or buses	0.0%	N=0
Used a Park-n-Ride	0.0%	N=0
Other	5.6%	N=1

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

**Table 13: Question #12 Other**

<b>How did you get to work today? (Please check all that apply.) Other responses</b>
delta jet "coach-class"

**Table 14: Question #13**

<b>If you drove a car to work today, where did you park?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Didn't drive today	11.8%	N=2
Parking lot at 1205 Pleasant	11.8%	N=2
Parking lot at 14th St	5.9%	N=1
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by this business	29.4%	N=5
On the street in the University Hill District	11.8%	N=2
On the street in the University Hill residential area	11.8%	N=2
On the CU campus	0.0%	N=0
Other	17.6%	N=3
Total	100.0%	N=17

**Table 15: Question #13 Other**

<b>If you drove a car to work today, where did you park? Other responses</b>
Church
colorado book store
Private lot owned by another business

**Table 16: Question #14**

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	72.7%	90.0%	0.0%	100.0%	N=18
Driving with others (carpooling)	8.3%	0.0%	0.0%	50.0%	N=18
Walk	8.3%	0.0%	0.0%	100.0%	N=18
Bike	5.0%	0.0%	0.0%	50.0%	N=18
Bus	5.7%	0.0%	0.0%	66.7%	N=18
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	0.0%	0.0%	0.0%	0.0%	N=18
Other	0.0%	0.0%	0.0%	0.0%	N=18
Total	100.0%	100.0%	100.0%	100.0%	N=18

**Table 17: Question #15**

When you drive to work, where do you usually park?	Percent of Respondents	Number of Respondents
Never drive to work	0.0%	N=0
Parking lot at 1205 Pleasant	11.1%	N=2
Parking lot at 14th St	11.1%	N=2
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by this business	27.8%	N=5
On the street in the University Hill District	16.7%	N=3
On the street in the University Hill residential area	22.2%	N=4
On the CU campus	0.0%	N=0
Other	11.1%	N=2
Total	100.0%	N=18

**Table 18: Question #15 Other**

When you drive to work, where do you usually park? Other responses
book store parking lot
Private lot owned by another business

**Table 19: Question #16**

About how often when you are at your business do you make trips away from your business for work?	Percent of Respondents	Number of Respondents
Two or more times a day	11.8%	N=2
About once a day	23.5%	N=4
Several times a week	29.4%	N=5
About once a week	17.6%	N=3
About once every two weeks	5.9%	N=1
About once a month	0.0%	N=0
Less than once a month	11.8%	N=2
Other	0.0%	N=0
Total	100.0%	N=17

**Table 20: Question #17**

About how often when you are at your business do you make trips away from your business for reasons OTHER than work?	Percent of Respondents	Number of Respondents
Two or more times a day	5.6%	N=1
About once a day	16.7%	N=3
Several times a week	16.7%	N=3
About once a week	22.2%	N=4
About once every two weeks	16.7%	N=3
About once a month	5.6%	N=1
Less than once a month	16.7%	N=3
Other	0.0%	N=0
Total	100.0%	N=18

**Table 21: Question #18**

What percent of work commute trips would you estimate the employees of this business (not including yourself) make by these transportation modes?	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	66.2%	70.0%	0.0%	100.0%	N=18
Driving with others (carpooling)	3.9%	0.0%	0.0%	25.0%	N=18
Walk	15.8%	0.0%	0.0%	99.0%	N=18
Bike	6.9%	0.0%	0.0%	25.0%	N=18
Bus	7.4%	0.0%	0.0%	40.0%	N=18
Other	0.3%	0.0%	0.0%	5.0%	N=18
Total	100.0%	100.0%	100.0%	100.0%	N=18

**Table 22: Question #19**

<b>When they drive to work, where do you your employees usually park?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Never drive to work	5.6%	N=1
I don't know	5.6%	N=1
Parking lot at 1205 Pleasant	11.1%	N=2
Parking lot at 14th St	0.0%	N=0
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by the businesses	27.8%	N=5
On the street in the University Hill District	16.7%	N=3
On the street in the University Hill residential area	22.2%	N=4
On the CU campus	0.0%	N=0
Other	11.1%	N=2
Total	100.0%	N=18

**Table 23: Question #19 Other**

<b>When they drive to work, where do you your employees usually park? Other responses</b>
book store parking lot
Permitted spaces

**Table 24: Question #20**

<b>What do you see as the strengths of the University Hill commercial district?</b>
A few shops where the owners are in.
Diverse services and retail outlets
Foot traffic
Fun, quirky character; more affordable rent vs. Pearl St./Boulder proper; diversity of stakeholders; proximity to campus/student labor force; The Hill has every opportunity to become a hotbed of entrepreneurial/startup activity.
Great business owners and great student customers
Interesting place to be
Located near campus
Location in proximity to campus. /
Location to Campus. Students. Local businesses.
Location, mix of small businesses
Lots of places to eat.
lots of vacancy
Proximity to campus
the customer base
The students.
The walk by traffic generated by the students, and the proximity to local neighborhoods.
Vicinity to the college and housing for our direct target market. Movement towards businesses that aren't restaurants. Serious capital investments.

**Table 25: Question #21**

<b>What one thing would make the University Hill commercial district a better place?</b>
1) PARKING STRUCTURE. There are 3 or more downtown. Why are there not any on the Hill? Poeples won't stay if they can't park, and the parking naz... err enforcement officers are sticklers. I understand given the limited amount of spaces on the Hill. However, we want consumers to have a place to park without it costing them \$15 if they reach their two hour time limit. / 2) Allow the students and residents feel like it is more of a destination. Lift the ridiculous liquor sanctions, and make it eadier for bars and restuarants to serve beer and liqour. The Hill used to be a place where people wanted to congrugate. Now it seems like it is more of a transient consumer destination. Everyone goes downtown now. It used to be different many years ago.
a cohesive vision & plan
A commitment from the city to address district streetscape/beautification/street and sidewalk trash mitigation - also a district coordinator who can serve as a liason between Hill business owners, the city, and other stakeholders; as well as programming of events and activities on the Hill that showcase it as more than a destination for head shops and fast food.
A more diverse retail area. Not so may resteraunts, more parking.
All new buildings with simultaneous lower rent. / / But since my first option is not realistic, I would shoot for Improved coordination of energy & waste management. Coordinated / consolidated dumpsters. I also would shoot for a higher quality street scape, and further investment in making a walk through The Hill both safe and enjoyable.
City investment of both concern and money.
filling empty store fronts...there is too much vacancy!
free parking
Less bums, more diversity in customer base and businesses, cheaper rents and common sense liquor licensing. Sorry, that's 4.
Make 13th a pedestrian zone between College and Pennsylvania
Maybe more professional services, dentist etc....
More diversity of uses, instigated by higher parking capacity and employment.
More Parking
More shopping variety.
Parking
Treating restaurant owners like others in the city are treated
upgraded infrastructure, we still have phone lines coming in on a nuts and bolts board and no cable or good internet options

**Table 26: Question #22**

Question #22	Average	Median	Minimum	Maximum	Number of Respondents
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	2.41	2.00	1	4	N=18

**Table 27: Question #23**

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	100.0%	N=17
No	0.0%	N=0
Total	100.0%	N=17

**Table 28: Question #24**

Is a bicycle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	47.1%	N=8
No	52.9%	N=9
Total	100.0%	N=17

**Table 29: Question #25**

Are you a member of eGo CarShare?	Percent of Respondents	Number of Respondents
Yes	11.8%	N=2
No	88.2%	N=15
Total	100.0%	N=17

**Table 30: Question #26**

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents	Number of Respondents
Yes	5.9%	N=1
No	94.1%	N=16
Total	100.0%	N=17

**Table 31: Question #27**

Where do you live?	Percent of Respondents	Number of Respondents
Boulder (within the city limits)	47.1%	N=8
Unincorporated Boulder County	0.0%	N=0
Ward/Nederland/Jamestown	0.0%	N=0
Lyons	0.0%	N=0
Superior	0.0%	N=0
Lafayette	0.0%	N=0
Louisville	0.0%	N=0
Longmont	17.6%	N=3
Erie	0.0%	N=0
Broomfield	5.9%	N=1
Westminster	5.9%	N=1
Arvada	5.9%	N=1
Denver or other metro-area suburb	5.9%	N=1
Berthoud/Loveland/Fort Collins	0.0%	N=0
Weld County	0.0%	N=0
Other	11.8%	N=2
Total	100.0%	N=17

**Table 32: Question #27 Other**

Where do you live? Other responses
Adams County, Henderson
Park City, UT

**Table 33: Question #28**

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	5.9%	N=1
Yes, a graduate student	0.0%	N=0
No	94.1%	N=16
Total	100.0%	N=17

**Table 34: Question #29**

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	0.0%	N=0
18-24 years	0.0%	N=0
25-34 years	41.2%	N=7
35-44 years	35.3%	N=6
45-54 years	17.6%	N=3
55-64 years	5.9%	N=1
65 years or older	0.0%	N=0
Total	100.0%	N=17

**Table 35: Question #30**

What is your gender?	Percent of Respondents	Number of Respondents
Female	17.6%	N=3
Male	82.4%	N=14
Total	100.0%	N=17

**Table 36: Question #31**

[If you have more than 5 employees] Would you be willing to send an email to your employees asking them to participate in a brief survey about their work commute, or to distribute paper surveys to them?	Percent of Respondents	Number of Respondents
Yes	76.9%	N=10
No	23.1%	N=3
Total	100.0%	N=13

## Appendix B: Responses to the Employee Survey

### Complete Set of Responses to the Employee Survey

The following pages contain a complete set of responses to each question on the University Hill Employee Survey.

**Table 37: Question #1**

<b>How did you get to work today? (Please check all that apply.)</b>	<b>Percent of Respondents*</b>	<b>Number of Respondents</b>
Drove alone	66.3%	N=63
Drove with at least one other person	9.5%	N=9
Walked	16.8%	N=16
Biked	15.8%	N=15
Rode a bus or buses	9.5%	N=9
Carried a bike on a bus or buses	0.0%	N=0
Used a Park-n-Ride	0.0%	N=0
Other ("taxi")	1.1%	N=1

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

**Table 38: Question #1 Other**

<b>If drove with at least one other person, how many others?</b>
Of those who drove with others, none drove with any persons under age 16
Of those who drove with others, 5 drove with 1 other person, 2 drove 2 others, 1 drove with 3 others and 1 drove with 4 others

**Table 39: Question #2**

<b>If you drove a car to work today, where did you park?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Didn't drive today	24.5%	N=23
Parking lot at 1205 Pleasant	10.6%	N=10
Parking lot at 14th St	3.2%	N=3
Parking lot at Pennsylvania and Broadway	1.1%	N=1
Private lot or parking space owned or leased by this business	11.7%	N=11
On the street in the University Hill District	13.8%	N=13
On the street in the University Hill residential area	25.5%	N=24
On the CU campus	2.1%	N=2
Other	7.4%	N=7
<b>Total</b>	<b>100.0%</b>	<b>N=94</b>

**Table 40: Question #2 Other**

<b>If you drove a car to work today, where did you park? Other responses</b>
12th and Far away
9th and college
Cemetery on 9th st
Commuter Pass
parking where needs to be paid

**Table 41: Question #3**

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	62.0%	80.0%	0.0%	100.0%	N=95
Driving with others (carpooling)	8.4%	0.0%	0.0%	100.0%	N=95
Walk	11.6%	0.0%	0.0%	100.0%	N=95
Bike	11.2%	0.0%	0.0%	100.0%	N=95
Bus	5.4%	0.0%	0.0%	100.0%	N=95
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	1.0%	0.0%	0.0%	50.0%	N=95
Other	0.4%	0.0%	0.0%	40.0%	N=95
Total	100.0%	100.0%	100.0%	100.0%	N=95

**Table 42: Question #4**

When you drive to work, where do you usually park?	Percent of Respondents	Number of Respondents
Never drive to work	12.9%	N=12
Parking lot at 1205 Pleasant	10.8%	N=10
Parking lot at 14th St	4.3%	N=4
Parking lot at Pennsylvania and Broadway	1.1%	N=1
Private lot or parking space owned or leased by this business	14.0%	N=13
On the street in the University Hill District	21.5%	N=20
On the street in the University Hill residential area	22.6%	N=21
On the CU campus	3.2%	N=3
Other	9.7%	N=9
Total	100.0%	N=93

**Table 43: Question #4 Other**

When you drive to work, where do you usually park? Other responses
9th and pleasant
9th and college
Cemetery on 9th st
Commuter Pass
No Parking, depends on where I can find a free spot somewhere free

**Table 44: Question #5**

<b>About how often when you are at your business do you make trips away from your business for work?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Two or more times a day	11.8%	N=11
About once a day	14.0%	N=13
Several times a week	8.6%	N=8
About once a week	4.3%	N=4
About once every two weeks	8.6%	N=8
About once a month	11.8%	N=11
Less than once a month	32.3%	N=30
Other (all who said "other" wrote in "Never" or "None")	8.6%	N=8
<b>Total</b>	<b>100.0%</b>	<b>N=93</b>

**Table 45: Question #6**

<b>About how often when you are at your business do you make trips away from your business for reasons OTHER than work?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Two or more times a day	3.2%	N=3
About once a day	14.0%	N=13
Several times a week	10.8%	N=10
About once a week	5.4%	N=5
About once every two weeks	9.7%	N=9
About once a month	11.8%	N=11
Less than once a month	31.2%	N=29
Other (all who said "other" wrote in "Never" or "None")	14.0%	N=13
<b>Total</b>	<b>100.0%</b>	<b>N=93</b>

**Table 46: Question #7**

<b>Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)</b>	<b>Percent of Respondents*</b>	<b>Number of Respondents</b>
Don't know if I am eligible for an EcoPass or CollegePass	32.3%	N=30
No, I am not eligible for an EcoPass or CollegePass	38.7%	N=36
Yes, through my employer	15.1%	N=14
Yes, through my neighborhood program	2.2%	N=2
Yes, a CU Boulder student CollegePass	15.1%	N=14
Yes, a CU Boulder faculty/staff CollegePass	1.1%	N=1
Yes, other pass:	2.2%	N=2

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

**Table 47: Question #7 Other**

<b>Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? Other responses</b>
a CU Denver student CollegePass
I have been offered through my employer who received it for their pearl street business which I delivered to.

**Table 48: Question #8**

<b>On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
I did not pick up my EcoPass or CollegePass	24.1%	N=7
less often than once a month	20.7%	N=6
about once every two weeks	3.4%	N=1
about once a month	17.2%	N=5
about once a week	10.3%	N=3
more than once a week	24.1%	N=7
Total	100.0%	N=29

\* Question only asked of those who were eligible to have an EcoPass or CollegePass

Table 49: Question #9

What do you see as the strengths of the University Hill commercial district?
?
A lot of shops in one central location
access to many restaurants in a few blocks
Accessibility to the CU Boulder campus.
Affordable rent
as a district business owners try to get better businesses and try for better parking as it is the #1 worst issue/ complaint by clients/ customers
beautiful neighborhood
close to campus
close to campus, good place for quick meals
Close to coffee shops
close to downtown, everything in walking distance
Closer to North Boulder and 36 for commuting
community among business owners
constant revolving customer base
Cool area, interesting people watching
Density and proximity to the CU campus.
Diversity, character and convenience
Diversity, local, unique, art-friendly, memorable
everything is close
Food
food
Friendly, unique area that supports small businesses that cater to the needs and interests of college students and young adults
good variety
Great businesses that have great relationships
great little community
Great place for students/ residents to hang out, eat, and shop
great place to relax/ study and hang out
i don't
I don't see too many positives. It seems like a really underused and empty part of the college community.
I love the feel of the Hill community.
It covers a variety of needs that cater well to the desires of the collegiate populace.
its pretty creative, lots of commotion, people are good
Local businesses
Location
Location.
Location..
Lots

Lots of customers
Lots of food
Many different places to eat
N/A
Nice place to walk around
none, parking sucks - only the restaurants/ business
Not many, feels like an area that is dying off. Business seems to be getting worse throughout the hill, high business turnover.
Proximity to CU's campus
Proximity to walking and bike paths.
Spark Boulder
Strong walking traffic, enjoyable vibe of the businesses and spectacular view of the flatirons.
student population
Student Traffic, main thoroughfare
Students
Thai Avenue
The Fox Theatre and Albums On the Hill is a strength. So is mamacitas and the sink. The vapor shop is also a strength. However, the Hill has gone down in quality in the last 10 years. Places for people to socialize need to get better.
The Hill commercial district covers students needs well
The hill used to be vibrant. There are so many closed businesses and very few new businesses stay open for very long. Something other than live music needs to bring foot traffic to the hill when the students are out for summer. Almost any new business that opens any later than february is doomed.
The students are for the most part extremely friendly and easy to deal with.
The youth and sense of support for local businesses and mindful environment attitudes
Unique dinning and social experiences. / Tremendous exposure to the University of Colorado students
Unique local businesses like Rush, Albums on the Hill, Innisfree, and The Sink.
unique shops and restaurants, friendly employees
Unite as one
variety of businesses, location
We have many food options that are quick. There are a couple nice coffee shops as well.
Well lit up at night /

**Table 50: Question #10**

<b>What one thing would make the University Hill commercial district a better place?</b>
*parking* better assortment of businesses & restaurants
?
A better sense of community
ACTUAL SUPPORT FROM THE CITY. / The hill has been shunned because it's the "college" area of Boulder, but without those kids and the intangible things they bring this city wouldn't have nearly as large a school or worldwide appeal. / / Plain and simple, stop hurting the people who have built this damn town.
Allow all employees of businesses on the Hill to get a free bus pass like folks in the Pearl Street district can. / Cleaner streets, alleys.
Allow for liquor licence to renew for new and nice bar scenes.
better and cheaper parking space for businesses
Better parking
better parking and lower cost for employees on the hill - if it should cost something, free for employees would be best
Better parking areas
Better parking for those employed on the Hill
Better Parking options.
better/ accessible non \$ parking
Better maintenance of the streets, alleys, sidewalks.
Bring back Tulagi's. I think the hill has become a place that tries to be commercial when it used to be more social. The tshirts shop that replaced Tulagi's is a big mistake. Tulagi's was a historical venue and it had nothing to do with noise levels or riots on the hill. The old espressoroma used to maintain a daytime coffee shop which used to have a great social feel. That is no longer around. There's also too much pizza and not enough variety of food. I think it's better if there were more places to see music, socialize, and just enjoy the day.
Bus passes for workers. Parking passes for workers
Cheaper parking.
Cleaner, better parking, better choice of businesses (like Aion, The Corner)
cleaning up of beer cans and college party debris
Diversity and more solutions to the homeless/drifters problem.
Free parking
Free parking
free parking
Free parking for employees
FREE PARKING FOR HILL EMPLOYEES!
FREE parking for the Hill employees, more security
FREE parking for Uni Hill employees, less transients, more security
Free parking on weekends
Free parking or "limited" time parking
Free parking space
Get rid of Starbucks.
Get rid of the loft apartments, or at least their balconies.

**What one thing would make the University Hill commercial district a better place?**

Having a thriving commercial district. Giving people a reason to go to the hill rather than Pearl Street. Maybe allowing a bar or two to open in the area. Everyone either chooses to go to Pearl Street or stay at house parties, etc. leaving the hill an economic ghost town. More food options rather than sandwich or pizza or burrito, everything is homogenous.

Higher quality food with fewer poisonous elements.

I work 2 jobs on Pearl St. and would love to take the bus more often but the bus stops running North on 19th st around 9pm. / It would be nice to have it run later. /

If it were more friendly to local businesses...too many local ones are going out of business and franchises are swooping in the available real estate (starbucks, five guys, 7 eleven). This takes away from the charm, the community, the sense of the Hill as being a one-of-a-kind area. Its losing tis heart. And it makes it even more of a challenge for local businesses attempting to foster communities of art, friends, and conversation like Innisfree to stay afloat.

If the Hill commercial district would widen it's scope so as not to not exclude the rest of the community, if the parking people stopped giving me parking tickets, or if there was parking close by.

Improved parking. More diversified businesses. More partnerships with the University.

Incentive for more small, local businesses to open shop. Fewer corporate entities that rob the hill of its unique Boulder appeal.

Less college student themed restaurants and bars. It would be nice to have some more up scale places. A health store with a pharmacy would also be great.

less liquor restrictions

Less regulations, more free parking closer to the businesses

Less trash

More ample parking, easier access to liquor licenses for restaurants

More business space, less housing

More businesses.

More community cooperation

More discounts and incentives for Uni Hill commercial district employees.

more diversity in the type of retail shops, i.e catering to professionals who work on the hill

more free employee parking, allow businesses to sell alcohol again!

More free parking

More late night bars would make the University Hill commercial district a better place.

more late-night places w/ alcohol, stronger retail shops

More lights

More parking

more parking meters pauable in 2scont intervais

**What one thing would make the University Hill commercial district a better place?**

More parking! More supplementation from the city for special events.

more parking, more diversity of business

more parking, more retail

more pizza

More Recycling

more shops and restaurants, parking garage

More variety of shops

New and better designed buildings. MORE ART!

One thing?? Cleaner

parking

Parking for Hill employees. It is frustrating having to pay to go to work or move my car because it's in a 3 hour times zone.

Parking Passes for Employees

PARKING! Take over the parking lot off of Boulder please! And extend the time limit to 3-4 hours. More free parking would be incredibly helpful as well.

parking, less empty businesses

strict traffic regulation for students and drivers

The businesses have formed a strong community

**Table 51: Question #11**

Question #11	Average	Median	Minimum	Maximum	Number of Respondents
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	1.80	1	0	6	N=95

**Table 52: Question #12**

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	81.7%	N=76
No	18.3%	N=17
Total	100.0%	N=93

**Table 53: Question #13**

Is a bicycle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	49.5%	N=46
No	50.5%	N=47
Total	100.0%	N=93

**Table 54: Question #14**

Are you a member of eGo CarShare?	Percent of Respondents	Number of Respondents
Yes	2.2%	N=2
No	97.8%	N=91
Total	100.0%	N=93

**Table 55: Question #15**

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents	Number of Respondents
Yes	1.1%	N=1
No	98.9%	N=92
Total	100.0%	N=93

**Table 56: Question #16**

Where do you live?	Percent of Respondents	Number of Respondents
Boulder (within the city limits)	63.4%	N=59
Unincorporated Boulder County	3.2%	N=3
Ward/Nederland/Jamestown	0.0%	N=0
Lyons	1.1%	N=1
Superior	1.1%	N=1
Lafayette	1.1%	N=1
Louisville	3.2%	N=3
Longmont	6.5%	N=6
Erie	2.2%	N=2
Broomfield	2.2%	N=2
Westminster	2.2%	N=2
Arvada	1.1%	N=1
Denver or other metro-area suburb	8.6%	N=8
Berthoud/Loveland/Fort Collins	0.0%	N=0
Weld County	0.0%	N=0
Other (Gunbarrel-2 , Nederland-1 South Boulder-1)	4.3%	N=4
Total	100.0%	N=93

**Table 57: Question #17**

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	10.9%	N=10
Yes, a graduate student	3.3%	N=3
No	85.9%	N=79
Total	100.0%	N=92

**Table 58: Question #18**

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	0.0%	N=0
18-24 years	34.4%	N=32
25-34 years	37.6%	N=35
35-44 years	14.0%	N=13
45-54 years	10.8%	N=10
55-64 years	2.2%	N=2
65 years or older	1.1%	N=1
Total	100.0%	N=93

**Table 59: Question #19**

What is your gender?	Percent of Respondents	Number of Respondents
Female	35.6%	N=32
Male	64.4%	N=58
Total	100.0%	N=90

## Crosstabulations of Employee Survey Results by CU Student Status

The following pages contain tables of responses to each question on the University Hill Employee Survey by the CU student status of the respondent.

**Table 60: Question #1 by CU Student Status**

How did you get to work today? (Please check all that apply.)*	CU student	NOT a CU student
Drove alone	15%	75%
Drove with at least one other person	15%	9%
Walked	38%	14%
Biked	23%	15%
Rode a bus or buses	15%	8%
Carried a bike on a bus or buses	0%	0%
Used a Park-n-Ride	0%	0%
Other	0%	1%

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

**Table 61: Question #2 by CU Student Status**

If you drove a car to work today, where did you park?	CU student	NOT a CU student
Didn't drive today	54%	19%
Parking lot at 1205 Pleasant	0%	13%
Parking lot at 14th St	0%	4%
Parking lot at Pennsylvania and Broadway	0%	1%
Private lot or parking space owned or leased by this business	0%	14%
On the street in the University Hill District	8%	15%
On the street in the University Hill residential area	31%	24%
On the CU campus	0%	3%
Other	8%	6%
Total	100%	100%

**Table 62: Question #3 by CU Student Status**

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	CU student	NOT a CU student
Driving alone	26%	69%
Driving with others (carpooling)	12%	8%
Walk	35%	7%
Bike	22%	10%
Bus	5%	4%
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	0%	1%
Other	0%	1%
Total	100%	100%

**Table 63: Question #4 by CU Student Status**

When you drive to work, where do you usually park?	CU student	NOT a CU student
Never drive to work	31%	9%
Parking lot at 1205 Pleasant	0%	13%
Parking lot at 14th St	0%	5%
Parking lot at Pennsylvania and Broadway	0%	1%
Private lot or parking space owned or leased by this business	0%	17%
On the street in the University Hill District	31%	21%
On the street in the University Hill residential area	23%	23%
On the CU campus	0%	4%
Other	15%	8%
Total	100%	100%

**Table 64: Question #5 by CU Student Status**

About how often when you are at your business do you make trips away from your business for work?	CU student	NOT a CU student
Two or more times a day	23%	10%
About once a day	23%	13%
Several times a week	8%	9%
About once a week	0%	5%
About once every two weeks	0%	10%
About once a month	8%	11%
Less than once a month	38%	32%
Other	0%	10%
Total	100%	100%

**Table 65: Question #6 by CU Student Status**

<b>About how often when you are at your business do you make trips away from your business for reasons OTHER than work?</b>	<b>CU student</b>	<b>NOT a CU student</b>
Two or more times a day	0%	4%
About once a day	31%	11%
Several times a week	15%	10%
About once a week	0%	5%
About once every two weeks	15%	9%
About once a month	15%	11%
Less than once a month	15%	34%
Other	8%	15%
Total	100%	100%

**Table 66: Question #7 by CU Student Status**

<b>Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)</b>	<b>CU student</b>	<b>NOT a CU student</b>
Don't know if I am eligible for an EcoPass or CollegePass	8%	35%
No, I am not eligible for an EcoPass or CollegePass	8%	44%
Yes, through my employer	0%	18%
Yes, through my neighborhood program	0%	3%
Yes, a CU Boulder student CollegePass	85%	4%
Yes, a CU Boulder faculty/staff CollegePass	0%	1%
Yes, other pass:	0%	3%

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

**Table 67: Question #8 by CU Student Status**

<b>On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?</b>	<b>CU student</b>	<b>NOT a CU student</b>
I did not pick up my EcoPass or CollegePass	27%	22%
less often than once a month	18%	22%
about once every two weeks	0%	6%
about once a month	18%	17%
about once a week	9%	11%
more than once a week	27%	22%
Total	100%	100%

*\* Question only asked of those who were eligible to have an EcoPass or CollegePass*

**Table 68: Question #11 by CU Student Status**

Average number of vehicles	CU student	NOT a CU student
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	1.54	1.87

**Table 69: Question #12 by CU Student Status**

Is a car or other motor vehicle usually available to you for commuting to work?	CU student	NOT a CU student
Yes	62%	86%
No	38%	14%
Total	100%	100%

**Table 70: Question #13 by CU Student Status**

Is a bicycle usually available to you for commuting to work?	CU student	NOT a CU student
Yes	69%	47%
No	31%	53%
Total	100%	100%

**Table 71: Question #14 by CU Student Status**

Are you a member of eGo CarShare?	CU student	NOT a CU student
Yes	15%	0%
No	85%	100%
Total	100%	100%

**Table 72: Question #15 by CU Student Status**

Are you a member of Boulder B-cycle (bike share)?	CU student	NOT a CU student
Yes	0%	1%
No	100%	99%
Total	100%	100%

**Table 73: Question #16 by CU Student Status**

Where do you live?	CU student	NOT a CU student
Boulder (within the city limits)	100%	57%
Unincorporated Boulder County	0%	4%
Ward/Nederland/Jamestown	0%	0%
Lyons	0%	1%
Superior	0%	1%
Lafayette	0%	1%
Louisville	0%	4%
Longmont	0%	8%
Erie	0%	3%
Broomfield	0%	3%
Westminster	0%	3%
Arvada	0%	1%
Denver or other metro-area suburb	0%	10%
Berthoud/Loveland/Fort Collins	0%	0%
Weld County	0%	0%
Other	0%	5%
Total	100%	100%

**Table 74: Question #17 by CU Student Status**

Are you a student at CU Boulder?	CU student	NOT a CU student
Yes, an undergraduate student	77%	0%
Yes, a graduate student	23%	0%
No	0%	100%
Total	100%	100%

**Table 75: Question #18 by CU Student Status**

In which category is your age?	CU student	NOT a CU student
Under 18	0%	0%
18-24 years	77%	27%
25-34 years	15%	42%
35-44 years	8%	15%
45-54 years	0%	13%
55-64 years	0%	3%
65 years or older	0%	1%
Total	100%	100%

**Table 76: Question #19 by CU Student Status**

<b>What is your gender?</b>	<b>CU student</b>	<b>NOT a CU student</b>
Female	33%	36%
Male	67%	64%
Total	100%	100%

## Appendix C: Responses to the Intercept Survey

### Complete Set of Responses to the Intercept Survey

The following pages contain a complete set of responses to each question on the University Hill Intercept Survey.

**Table 77: Question #1**

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else?	Percent of Respondents*	Number of Respondents
Came from or going to one or more places of business on the Hill	69.4%	N=200
Other	4.5%	N=13
Passing through	26.0%	N=75
Total	100.0%	N=288

**Table 78: Question #1a**

Are you coming from or going home?*	Percent of Respondents	Number of Respondents
Yes	79.7%	N=51
No	20.3%	N=13
Total	100.0%	N=64

*\*Note: Question was only asked of those who said they were "passing through" the Hill area*

**Table 79: Question #1b**

Are you coming from or going to campus?*	Percent of Respondents	Number of Respondents
Yes	82.1%	N=55
No	17.9%	N=12
Total	100.0%	N=67

*\*Note: Question was only asked of those who said they were "passing through" the Hill area*

**Table 80: Question #1 "Other" responses**

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else? Other responses		
Albums on the hill	Look around	Visiting
Canvassing	Rush	Walking
Doing business	School	Wandering
Hustling	Taking surveys	

**Table 81: Question #2**

Are you an owner or an employee of a business on The Hill?	Percent of Respondents	Number of Respondents
No	85.5%	N=241
Yes	14.5%	N=41
Total	100.0%	N=282

**Table 82: Question #2a**

Are you going to or coming from your workplace?*	Percent of Respondents	Number of Respondents
No	47.4%	N=18
Yes	52.6%	N=20
Total	100.0%	N=38

*\*Note: Question was only asked of those who said they were a Hill business owner or employee*

**Table 83: Question #3**

About how many stores or businesses have you/will you visit on your trip to this area.	Percent of Respondents	Number of Respondents
None	19.5%	N=48
One	47.6%	N=117
Two	22.4%	N=55
Three	5.7%	N=14
Four	2.0%	N=5
Five or more	2.8%	N=7
Total	100.0%	N=246

**Table 84: Question #4**

Which businesses did you/will you visit?*			
1/2 fast	Chase	Half fast subs	Resturant, house
10 for project	Chase	Half fast subs	Root, fitter, freakys
4star	Chiba hut	Half fast subs	Rose hill
7-eleven	Chiba hut	Half fast subs	Rose hill, 7-eleven
7-eleven	Chibatlot	Hana sushi	Rush
7-eleven	Christy construction	Hold fast sub	Rush
7-eleven	Coffee and tea to go	lc	Rush, meningers
7-eleven	Coffee buchanan's	Illegal petes	S&g backer shop
7-eleven	Coffee shop, book store	Illegal petes	Sabajos, illegal petes, fresh
7-eleven	Coffee, innisfree	Illegal petes, boca	Silver and gold barka, innisfree
7-eleven	Coffee/food	Illegal petes, smelly deli	Sink
7-eleven, 5 goy	Core power	Innisfree	Sink, bookstore
7-eleven, 5 guys	Corner	Innisfree	Sink, bookstore, college corner, buffstuff
7-eleven, boss lady pizza	Corner	Innisfree	Sink, innisfree, tea house
7-eleven, illigle petes, u market	Corner coffee express	Innisfree	Sink, rush
7-eleven, sink 4-star	Corner, 7-eleven	Innisfree	Smelly deli
A restaurant tbd	Corner, salvascos	Innisfree	Smelly deli, deli zone, chase bank
Aion	Cosmos	Innisfree	Smiley deli mamacitas
Albums on the hill	Cosmos, freakys, 7-eleven	Innisfree,	Spark
Albums on the hill	Deli	Innisfree, buchanans	Spark
Alfalfas, boxcar	Deli zone	Innisfree, five guys, fatshack	Spark boulder illegal petes

Which businesses did you/will you visit?*			
Alterators	Dots diner, chase bank	Innisfree, hana	Starbucks
Cheba hut	Everyday, smelly deli	Innisfree, illegal petes, coffee	Starbucks
Art store	Fat sandwich	Jec	Starbucks
Art store, gift	Fat shack	Jimmy johns	Starbucks
Bake salad, 7-eleven	Fat shack	Jimmy johns	Starbucks
Bank	Fitter, 5 guys	Lady bugs, jimmy johns, 7-eleven, 5 guys	Tattoos
Bank	Food	Liquor store	The corner
Bcco	Food court	Lolaicup	The corner, 7-eleven
Book store, supplies	Food court salad bar	Lolicup, girkas	The corner, chase
Bookstore	Food court, innisfree	Looking for job	The fitter, frekys, shipping on the hill
Bookstore	Food, 7-eleven, bank	Lunch	The fox
Boss cady pizza	Food, bar	Mac shack	The sink
Boss lady	Food?	Music shop	The sink
Boulder salad, boco café	Food-the corner	Not sure	The sink
Boulder salad, petes	Fox	Not sure	The sink
Boulder vapor pass	Freakys	Petes	The sink
Brazil on the hill, owner, mamacitas for lunch	Freakys, chase	Pottery lab, dispensaries	The sink
Buchanans	Freakys, full cycle	Qdoba	The sink
Buchanans	Full cycle	Qdoba	The sink
Buchanans	Fundraising	Qdoba	The sink
Buchanans	Half assed subs, 7-eleven	Qdoba	The sink
Buchanans coffee	Half fast	Qdoba	The sink
Buchanans innisfree	Half fast	Qdoba, albums on the hill	Tribal rite
Buchanans, innisfree	Half fast	Qudoba jimmy john	Wildside, 7-eleven
Buchanans, the sink	Half fast foods	Restaurant	Work
Buchanans, vapor	Half fast subs	Restaurant	Yoga, college optical,
Chaba hut	Half fast subs	Restaurant, 7-eleven	

\* Only asked of those who were visiting/had visited one or more businesses or stores.

**Table 85: Question #5**

How did you get to the Hill commercial area today? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Drove alone	22.4%	N=66
Drove with at least one other person	14.2%	N=42
Walked	50.2%	N=148
Biked	5.4%	N=16
Rode a bus or buses	8.5%	N=25
Carried a bike on a bus or buses	0.0%	N=0
Used a Park-n-Ride	0.0%	N=0
Other	1.7%	N=5

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

**Table 86: Question #5a**

How many people were in the vehicle (for vehicle trips)	Average	Median	Minimum	Maximum	Number of Respondents
Number of people in vehicle (including those who drove alone)	1.8	1.00	1.00	6.00	N=295
Number of adults in vehicle (including those who drove alone)	2.02	2.00	0.00	5.00	N=295
Number of children in vehicle (including those who drove alone)	0.02	0.00	0.00	2.00	N=295
Number of people in vehicle (only those with 2 or more)	3.02	3.00	2.00	6.00	N=295
Number of adults in vehicle (only those with 2 or more)	2.05	2.00	0.00	5.00	N=295
Number of children in vehicle (only those with 2 or more)	0.03	0.00	0.00	2.00	N=295

**Table 87: Question #5h “other” responses**

How did you get to the Hill commercial area today? (Please check all that apply.) Other responses
Caught a ride
Hitch hike
Long board.
Skateboard
Skateboard

**Table 88: Question #6**

<b>If you drove to the Hill, where did you park?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Didn't drive today	37.8%	N=65
Parking lot at 1205 Pleasant	1.2%	N=2
Parking lot at Pennsylvania and Broadway	7.0%	N=12
Parking lot at 14th St	0.6%	N=1
On the street in the University Hill District	26.7%	N=46
On the street in the University Hill residential area	15.1%	N=26
On the CU campus	2.3%	N=4
Other	9.3%	N=16
Total	100.0%	N=172

**Table 89: Question #6 "other" responses**

<b>If you drove to the Hill, where did you park? "Other" responses</b>
13th and aurora
9th street
Church
Co. Parking lot
Downhill
Dropped off
Illegally at wine store
Lot, behind business
Off campus alley
Rented space at church up the street
Size of campus
Spot at church

**Table 90: Question #7**

Where did you come from before you got to the Hill? Did you come from . . .	Percent of Respondents	Number of Respondents
Home	48.8%	N=144
Shopping or errands in another part of town	3.4%	N=10
CU Campus	30.5%	N=90
Workplace on the Hill	0.3%	N=1
Workplace somewhere other than CU Campus or the Hill	4.4%	N=13
Eating a meal	0.7%	N=2
Other	11.9%	N=35
Total	100.0%	N=295

**Table 91: Question #7 “other” responses**

Where did you come from before you got to the Hill? Did you come from . . . “Other” responses	
Boulder	Home of a friend
Brothers house	Jail
Denver	Kansas
Denver	Mountains
Denver	Nist
Denver	North boulder
Denver	Open lane
Denver looking at colleges, from conn.	Rec center
Dia	School
Doctor	Skiing eldora
Dog park	Sority haus
Estes park visiting campus for tour	Visiting out of town
Farm	Volunteering
Fort collins	Winter park, skiing from ma here on tour
Frat house	

**Table 92: Question #8**

Do you live in Boulder?	Percent of Respondents	Number of Respondents
No	28.3%	N=83
Yes	71.7%	N=210
Total	100.0%	N=293

**Table 93: Question #9**

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	45.9%	N=134
Yes, a graduate student	6.2%	N=18
No	47.9%	N=140
Total	100.0%	N=292

**Table 94: Question #10**

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	1.4%	N=4
18-24 years	55.8%	N=163
25-34 years	17.1%	N=50
35-44 years	6.8%	N=20
45-54 years	8.2%	N=24
55-64 years	5.5%	N=16
65 years or older	5.1%	N=15
Total	100.0%	N=292

**Table 95: Question #11**

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
don't know if I am eligible for an EcoPass or CollegePass	13.0%	N=38
no, I am not eligible for an EcoPass or CollegePass	26.7%	N=78
yes, through my employer, or through the program I have set up for my business	6.8%	N=20
yes, through my neighborhood program	2.7%	N=8
yes, a CU Boulder student CollegePass	45.2%	N=132
yes, a CU Boulder faculty/staff CollegePass	4.8%	N=14
yes, other pass	1.0%	N=3

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

**Table 96: Question #11 "other" responses**

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? "Other" responses	
Discount pass	Work

**Table 97: Question #12**

<b>On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?*</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
I did not pick up my EcoPass or CollegePass	7.1%	N=13
less often than once a month	25.7%	N=47
about once every two weeks	8.7%	N=16
about once a month	7.1%	N=13
about once a week	8.2%	N=15
more than once a week	43.2%	N=79
Total	100.0%	N=183

*\*Only asked of those who were eligible for an EcoPass or CollegePass*

**Table 98: Question #13**

<b>Is a car or other motor vehicle usually available to you for commuting to work?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Yes	71.1%	N=209
No	28.9%	N=85
Total	100.0%	N=294

**Table 99: Question #14**

<b>Is a bicycle usually available to you for commuting to work?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Yes	57.1%	N=168
No	42.9%	N=126
Total	100.0%	N=294

**Table 100: Question #15**

<b>Are you a member of eGo CarShare?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Yes	2.4%	N=7
No	97.6%	N=286
Total	100.0%	N=293

**Table 101: Question #16**

<b>Are you a member of Boulder B-cycle (bike share)?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Yes	1.4%	N=4
No	98.6%	N=287
Total	100.0%	N=291

Table 102: Question #17

What do you see as the strengths of the University Hill commercial district?	
A lot available, convenient	Girls
A lot of people, relaxing	Good bus system
Access	Good cash flow to the area
Accessibility to students	Good community
Accessibility,	Good food, close to campus
Accessible, affordable businesses	Good food, hanging out, nice environment
Add parking, business district	Good food, the fox is fun
Air is good, good music, legal pot, nice people	Good parking and transit
Albums on the hill, the fox	Good public transit
Ample parking	Good public transit
App-next bus	Good restaurants
Art store, coffee shops	Good restaurants
Atmosphere	Good shops, food
Beautiful	Good stores
Beautiful, nice atmosphere	Good transit
Better then home	Great food, party, people
Blinders off	Handy and close
Build well for peds.	Handy live on the hill
Building community	I don't know
Bus	I don't know
Bus system	I don't know
Bus system on broadway	Innisfree
Buses, transit are helpful	Innisfree
Business/homes concentrated	Keep it as is, don't expand
Businesses	Local businesses
Businesses	Local businesses,
Businesses, location	Local shop
Busses that are more eco friendly	Localized/ centralized shopping
Campus academics	Location
Can usually find parking	Location
Caters to college street, cheaper than pearl st.	Location
Central	Location
Central party location, fun beautiful, good times, fox	Location
Chase bank only chase that works	Location
Cheap food	Location stores
Clean	Location vibes and atmosphere
Close	Location. Diversity
Close knit community, walking accessible	Lot of food, really close, easily walkable

What do you see as the strengths of the University Hill commercial district?	
Close to campus	Lots of food and stuff
Close to campus	Lots of food places open late
Close to campus	Lots of small shops, not a lot of chains
Close to campus	Lots of variety
Close to campus	Lots of variety
Close to campus, flatiron meal plan, easy access late night	Love the fox, restaurants, proximity to campus
Close to campus, social area for food and drink	Lunch
Close, convenient	More community feel, not a lot of big chains
Close, convenient	Multiuse many things here
Coffee	Near university location
Coffee place, convenience	Neat little shops
Coffee shops	Nice paths, well lit at night
Community, dense	No strengths! She hates the hill!
Community, lots of people	Not much coffee shops
Compact	Off campus place for students to gather
Concise, compact, got what you need.	Old buildings, lots of students, good place to eat
Condensed	Pay to park-simple
Convenience	People
Convenience, little bit of everything	People
Convenient	People
Convenient	People pleasant, selection of business
Convenient	People that go to school here and come back
Convenient	Pleasantly designed
Convenient for food and drinks	Postage, eatery
Convenient, fun innisfree, food good	Pretty
Convenient, serves existing population.	Pride in being party animals
Convenient, variety	Proximity
Cool stores and restaurants	Proximity of campus
Couple of good places to eat	Proximity of food
Culturally diverse	Proximity of shops
Cute and inviting	Proximity to campus
Decent businesses close together but pricey	Proximity, small shops
Decent dining or coffee	Public transit
Demographics	Quality of service, character, unique
Denx, accessible	Quick food, location, parties, friends
Diff. Than other places in boulder	Remodel on buchanans, city working to improve
Different foods, cool atmosphere	Restaurants
Different types of food, location	Restaurants
Diversity	Restaurants,

What do you see as the strengths of the University Hill commercial district?	
Diversity	Selection
Diversity	Sense of community
Diversity of stores	Shops conceatrate
Diversity of stores	Slope skateboarding
Easy to get around	Social meeting
Easy to walk around	Sorority house close by
Eateries	Stores appeal to college population, reasonably priced food, the fox
Environment	Students, food
Everything	System is great
Everything	The hop bus, variable schedules
Fast access	Transit is accessible and inexpensive
Fast food restaurants	Transit is good
Food	Transit, buses
Food	Variety
Food	Variety close to campus
Food	Variety convenient location
Food is over rated	Variety of food, cafes where you come and work, college optical,
Food options	Variety of shops, lively community
Food rather than commercial goods	Variety of stores, bars, restaurants,
Food unique, people watching, convenient, pedestrian friendly	Variety restaurants.
Food vibes	Vibe is good
Food, approximity	Walking access
Food, friendly business, outdoor seating	Walking around
Foot traffic	Walking distance
Fulfilling, divirse	Walking, not too much traffic
Full of character, lots going on.	Water
Fun	Weak
Fun	Yough

**Table 103: Question #18**

<b>What one thing would make the University Hill commercial district a better place?</b>	
Accessible parking for owners, cheaper parking	More bike lanes
Additional bike parking, small grocery/market.	More cafes
Angled parking for more spaces!	More coffee
Another illegal petes, wth coin style margs.	More development
Areas look grungy	More diverse food selection. Local foods, no starbucks
Bars-near, would make it	More diverse shops
Being more people in the summer/fall when businesses have a hard time repeal 10cent bag tax	More diversity of business
Better coffee shops	More free parking
Better education about trash and recycling	More free parking
Better food	More good restuarants like mamacitas
Better parking	More independent
Better parking, traffic circulation	More inviting atmosphere
Better plowing	More local businesses
Better restaurants	More local businesses, less chains, penn. And 13th intersection safer
Café like roma	More parking
Cheaper	More parking
Cheaper and better parking	More parking
Cheaper or free parking	More parking
Cheaper parking	More parking
Cheaper parking	More parking
Cheaper prices	More parking
Cheaper rents for businesses	More parking
Clarity in cross walks	More parking
Clean it up	More parking
Clean it up, classier buildings, make buildings nicer	More parking
Clean streets west of broadway	More parking
Clean up trash	More parking
Cleaner	More parking
Cleaning it up	More parking and cheaper parking
Clothing shops	More parking areas, larger parkint lot
Coffee shop	More parking for customers
Community business awareness events. Business with staying power	More parking for non residents
Create pedestrian mall	More parking for students
Cut down on drunk and disorderly people	More parking on campus
Decent restaurants	More parking, all day parking
Dirty and traffic	More ped. Crossings

What one thing would make the University Hill commercial district a better place?	
Dispensaries	More public parking, create larger parking lot
Dispensary	More quaility business
Dispensary	More recreational venues for under 21 hookah bar
Don't change it	More short term parking, cheaper parking
Don't feel safe walking after 8pm	More snow
Don't know	More space parking
Don't know	More stops, public transit, more bus routes on the hill
Don't know	More stores where parking lot is more franchises, hot dog stand, fancier places
Easier to get quick food	More study places to sit and hang out for free
Ecopass more businesses	More than just food
Enforce drinking, litter, noise regulations	Movie theater, multipurpose theater. Less expensive parking, cleaner annual river clean up
Expensive parking	Multi storie parking
Face lift, better bar scene.	Need bagel, doughnut store
Fine as	Need more parking
Fine as is	Need more parking, cheaper parking
Fine as is	No cars, get rid of them
Fine as is	No complaints
Fine as is	No grocery store, cheaper liquor store
Fine as is, inn/out	No loitering
Fines for littering, locking trash lids	No parking
Free buses	Noise after 2am
Free parking	Not friendly to new people in area
Free parking	Not well lit, enough at night. Hard to park
Free parking	Nothing
Free parking	Nothing
Free parking	Nothing- only a freshman hasn't explored area much yet
Free parking	Nothing really
Free parking	Open spaces, more liveliness
Free parking for less than an hour parking	Pain to park, free parking to students
Free parking for short term	Painted crosswalk, repaint
Free parking, parking enfocement	Parades, fireworks, inn n out, chick fila
Free parking, short term an hour or less	Parking
Free short term parking	Parking
Fresh ingredients, real food	Parking
Friendly individuals	Parking
Get rid of commision	Parking
Get rid of paid parking	Parking
Grocery store	Parking

What one thing would make the University Hill commercial district a better place?	
Grocery store	Parking
Grocery store, less expensive	Parking
Hard to say	Parking
Hassle to have street vendors	Parking
Have more smoke shops	Parking
Headshop/dispensary	Parking for non residents
Healthy food options	Parking garage
High class restaurants	Parking garage, take off 2hr parking limit
Homeless	Parking is expensive
I don't know	Parking lot at pa and 13th is way too expensive would like an ice cream shop for kids
I don't know	Parking needs to be cheaper
I don't know	Parking needs to be cheaper
I don't know	Parking sucks
I don't know	Parking, more lots, all day parking
I don't know	Parking, too expensive, parking lot
I don't know	Pay to park doesn't always work
I don't know	Permit access per residents
I don't know	Pie shop
I don't know	Quieter
I don't know	Re open espresso roma, movie theater
I don't know	Rents are too high for small businesses
I like it the way it is!	Revitalize dying stores
Image of alchohol use	Rowdiness at night
Jones drug store and fedex, post office, we need this	Safer
Lacks diversity	Serve alchohol, earlier!
Large parking lot for customers and workers	Shoveling sidewalks
Less car traffic	Shuttle from downtown
Less cars	Smash burger
Less expensive	Solutions to traffic, without parking
Less expensive parking more time parking	Something nice-restaurant
Less fast food	Starbucks
Less strict parking rules/enforcement	Stop cracking down on the bars
Less students	Student discounts
Less traffic	Tax incentive for business owners
Lights	Too crowded for parking
Longer term parking, 4 hours or more	Too little street parking for residents, need large parking lot for rec center and library
Lower rent on businesses	Transportation, better transport/parking
Lower taxes	Transportation, less traffic

What one thing would make the University Hill commercial district a better place?	
Make it friendly to non students	Turn 13th into green space, mini park, ped. Mall
Make parking in the commercial district	Variety of shops
Me	Vary business more
Mediterranean food	Wider roads, better with clearing snow
More affordable parking	Wider streets, more parking
More affordable shops	Work on light rail
More amenities to attract young adults not university students	Work on the congestion
More bars, less starbucks, no smoke shop	Yoga

Table 104: Question #A

What was the sex of the respondent?	Percent of Respondents	Number of Respondents
Male	59.4%	N=170
Female	40.6%	N=116
Total	100.0%	N=286

Table 105: Question #B

Mode When Interviewed	Percent of Respondents	Number of Respondents
walking	95.4%	N=271
biking	3.5%	N=10
in vehicle	1.1%	N=3
Total	100.0%	N=284

Table 106: Question #C

Number of people in group	Percent of Respondents	Number of Respondents
1	76.4%	N=220
2	18.8%	N=54
3	2.4%	N=7
4	1.4%	N=4
5	1.0%	N=3
Total	100.0%	N=288

**Table 107: Question #D**

<b>Children in group?</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
yes	1.4%	N=4
no	98.6%	N=280
Total	100.0%	N=284

**Table 108: Question #E**

<b>Site</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
13th and College	52.6%	N=152
13th and Pennsylvania	47.4%	N=137
Total	100.0%	N=289

**Table 109: Question #F**

<b>Day</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
Tuesday	24.5%	N=70
Wednesday	30.8%	N=88
Thursday	18.9%	N=54
Friday	25.9%	N=74
Total	100.0%	N=286

**Table 110: Question #H**

<b>Weather</b>	<b>Percent of Respondents</b>	<b>Number of Respondents</b>
sunny, dry	66.4%	N=190
sunny, wet	1.0%	N=3
rainy	0.0%	N=0
cloudy, dry	28.3%	N=81
cloudy, wet	4.2%	N=12
snow	0.0%	N=0
Total	100.0%	N=286

## Crosstabulations of Intercept Survey Results by Whether Respondent Was Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

The following pages contain tables of responses to questions from the University Hill Intercept Survey by whether respondent was visiting businesses or passing through, owner/employee status of respondent and CU student status of respondent.

**Table 111: Question #1 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Came from or going to one or more places of business on the Hill	100.0%	0.0%	87.2%	67.4%	63.9%	74.6%
Other	0.0%	14.8%	2.6%	5.1%	3.4%	5.8%
Passing through	0.0%	85.2%	10.3%	27.5%	32.7%	19.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 112: Question #1a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you coming from or going home?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	66.7%	80.8%	66.7%	80.8%	89.5%	65.4%
No	33.3%	19.2%	33.3%	19.2%	10.5%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Note: Question was only asked of those who said they were "passing through" the Hill area

**Table 113: Question #1b by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you coming from or going to campus?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	55.6%	85.7%	71.4%	81.5%	92.7%	65.4%
No	44.4%	14.3%	28.6%	18.5%	7.3%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Note: Question was only asked of those who said they were "passing through" the Hill area

**Table 114: Question #2 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you an owner or an employee of a business on The Hill?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	82.4%	93.9%	0.0%	100.0%	92.4%	78.7%
Yes	17.6%	6.1%	100.0%	0.0%	7.6%	21.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 115: Question #2a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you going to or coming from your workplace?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	30.8%	81.8%	36.7%	80.0%	84.6%	26.1%
Yes	69.2%	18.2%	63.3%	20.0%	15.4%	73.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Note: Question was only asked of those who said they were a Hill business owner or employee

**Table 116: Question #3 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

About how many stores or businesses have you/will you visit on your trip to this area.	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
None	3.8%	65.5%	33.3%	17.7%	22.1%	17.0%
One	59.3%	15.5%	42.9%	47.9%	48.9%	47.3%
Two	26.9%	6.9%	19.0%	23.3%	22.1%	22.3%
Three	6.0%	3.4%	4.8%	6.0%	5.3%	5.4%
Four	1.6%	3.4%	0.0%	1.9%	1.5%	1.8%
Five or more	2.2%	5.2%	0.0%	3.3%	0.0%	6.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 117: Question #5 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

How did you get to the Hill commercial area today? (Please check all that apply.)*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Drove alone	24.0%	18.2%	39.0%	20.3%	13.8%	31.4%
Drove with at least one other person	17.5%	8.0%	17.1%	14.1%	7.2%	21.4%
Walked	45.5%	60.2%	36.6%	52.3%	65.1%	35.0%
Biked	6.5%	3.4%	2.4%	6.2%	5.3%	5.7%
Rode a bus or buses	8.0%	9.1%	4.9%	7.5%	9.9%	6.4%
Carried a bike on a bus or buses	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Used a Park-n-Ride	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.5%	4.5%	0.0%	2.1%	1.3%	2.1%

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

**Table 118: Question #5a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

How many people were in the vehicle (for vehicle trips)	Came from/going to 1+ Hill store/business		Passing through or other		Hill business owner or employee		Not an owner or employee		CU student		NOT a CU student	
	Average	Median	Average	Median	Average	Median	Average	Median	Average	Median	Average	Median
Number of people in vehicle (including those who drove alone)	1.84	1.00	1.70	1.00	1.78	1.00	1.76	1.00	1.61	1.00	1.88	1.00
Number of adults in vehicle (including those who drove alone)	1.94	2.00	2.43	2.00	2.71	2.00	1.80	2.00	2.09	2.00	2.00	2.00
Number of children in vehicle (including those who drove alone)	0.03	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.05	0.00
Number of people in vehicle (only those with 2 or more)	2.97	3.00	3.29	2.00	3.57	3.00	2.82	3.00	2.80	2.00	3.13	3.00
Number of adults in vehicle (only those with 2 or more)	1.97	2.00	2.43	2.00	2.71	2.00	1.82	2.00	2.10	2.00	2.03	2.00
Number of children in vehicle (only those with 2 or more)	0.05	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.07	0.00

**Table 119: Question #6 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

<b>If you drove to the Hill, where did you park?</b>	<b>Came from/going to 1+ Hill store/business</b>	<b>Passing through or other</b>	<b>Hill business owner or employee</b>	<b>Not an owner or employee</b>	<b>CU student</b>	<b>NOT a CU student</b>
Didn't drive today	36.2%	44.2%	15.4%	42.3%	54.9%	26.3%
Parking lot at 1205 Pleasant	1.6%	0.0%	3.8%	0.7%	0.0%	1.0%
Parking lot at Pennsylvania and Broadway	8.7%	2.3%	7.7%	7.0%	5.6%	8.1%
Parking lot at 14th St	0.8%	0.0%	3.8%	0.0%	0.0%	1.0%
On the street in the University Hill District	28.3%	23.3%	19.2%	28.2%	14.1%	35.4%
On the street in the University Hill residential area	13.4%	18.6%	30.8%	12.0%	12.7%	17.2%
On the CU campus	2.4%	2.3%	0.0%	2.8%	4.2%	1.0%
Other	8.7%	9.3%	19.2%	7.0%	8.5%	10.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Table 120: Question #7 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Where did you come from before you got to the Hill? Did you come from . . .	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Home	49.0%	48.9%	68.3%	44.4%	40.8%	57.1%
Shopping or errands in another part of town	3.0%	4.5%	2.4%	3.7%	1.3%	5.0%
CU Campus	29.0%	34.1%	24.4%	32.0%	47.4%	12.9%
Workplace on the Hill	0.5%	0.0%	2.4%	0.0%	0.0%	0.7%
Workplace somewhere other than CU Campus or the Hill	4.0%	4.5%	0.0%	5.0%	1.3%	7.9%
Eating a meal	1.0%	0.0%	0.0%	0.8%	0.7%	0.7%
Other	13.5%	8.0%	2.4%	14.1%	8.6%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 121: Question #8 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Do you live in Boulder?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	30.7%	23.9%	29.3%	28.5%	9.3%	48.9%
Yes	69.3%	76.1%	70.7%	71.5%	90.7%	51.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 122: Question #9 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you a student at CU Boulder?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes, an undergraduate student	41.1%	56.8%	27.5%	47.9%	88.2%	0.0%
Yes, a graduate student	6.6%	3.4%	0.0%	7.5%	11.8%	0.0%
No	52.3%	39.8%	72.5%	44.6%	0.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 123: Question #10 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

In which category is your age?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Under 18	2.0%	0.0%	0.0%	1.7%	0.0%	2.9%
18-24 years	50.8%	67.4%	41.5%	58.4%	82.8%	26.8%
25-34 years	17.1%	16.3%	24.4%	15.5%	14.6%	20.3%
35-44 years	7.5%	4.7%	12.2%	5.5%	2.6%	11.6%
45-54 years	10.6%	3.5%	14.6%	7.1%	0.0%	15.9%
55-64 years	7.0%	2.3%	4.9%	5.9%	0.0%	11.6%
65 years or older	5.0%	5.8%	2.4%	5.9%	0.0%	10.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 124: Question #11 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

<b>Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)</b>	<b>Came from/going to 1+ Hill store/business</b>	<b>Passing through or other</b>	<b>Hill business owner or employee</b>	<b>Not an owner or employee</b>	<b>CU student</b>	<b>NOT a CU student</b>
don't know if I am eligible for an EcoPass or CollegePass	12.6%	13.8%	12.2%	13.0%	8.0%	17.9%
no, I am not eligible for an EcoPass or CollegePass	28.8%	23.0%	41.5%	24.8%	2.7%	52.1%
yes, through my employer, or through the program I have set up for my business	7.6%	4.6%	9.8%	6.7%	3.3%	10.7%
yes, through my neighborhood program	3.0%	2.3%	4.9%	2.5%	0.0%	5.7%
yes, a CU Boulder student CollegePass	41.4%	52.9%	24.4%	47.9%	86.0%	2.1%
yes, a CU Boulder faculty/staff CollegePass	6.1%	2.3%	7.3%	4.2%	0.0%	10.0%
yes, other pass	1.0%	1.1%	0.0%	1.3%	0.7%	1.4%

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

**Table 125: Question #12 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
I did not pick up my EcoPass or CollegePass	5.8%	10.3%	5.0%	6.5%	4.3%	15.6%
less often than once a month	25.0%	27.6%	35.0%	25.5%	29.0%	15.6%
about once every two weeks	10.8%	5.2%	10.0%	9.2%	8.0%	11.1%
about once a month	7.5%	6.9%	15.0%	6.5%	6.5%	8.9%
about once a week	7.5%	10.3%	15.0%	5.9%	9.4%	4.4%
more than once a week	43.3%	39.7%	20.0%	46.4%	42.8%	44.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*\*Only asked of those who were eligible for an EcoPass or CollegePass*

**Table 126: Question #13 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Is a car or other motor vehicle usually available to you for commuting to work?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	73.9%	65.9%	78.0%	70.0%	68.4%	73.6%
No	26.1%	34.1%	22.0%	30.0%	31.6%	26.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 127: Question #14 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Is a bicycle usually available to you for commuting to work?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	58.8%	53.4%	56.1%	57.1%	59.9%	53.6%
No	41.2%	46.6%	43.9%	42.9%	40.1%	46.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 128: Question #15 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you a member of eGo CarShare?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	2.5%	2.3%	2.5%	2.5%	2.6%	2.1%
No	97.5%	97.7%	97.5%	97.5%	97.4%	97.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 129: Question #16 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Are you a member of Boulder B-cycle (bike share)?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	1.5%	1.1%	2.5%	1.3%	1.3%	1.4%
No	98.5%	98.9%	97.5%	98.7%	98.7%	98.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 130: Question #A by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

<b>What was the sex of the respondent?</b>	<b>Came from/going to 1+ Hill store/business</b>	<b>Passing through or other</b>	<b>Hill business owner or employee</b>	<b>Not an owner or employee</b>	<b>CU student</b>	<b>NOT a CU student</b>
Male	60.8%	57.6%	70.0%	56.7%	51.4%	68.1%
Female	39.2%	42.4%	30.0%	43.3%	48.6%	31.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 131: Question #B by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

<b>Mode When Interviewed</b>	<b>Came from/going to 1+ Hill store/business</b>	<b>Passing through or other</b>	<b>Hill business owner or employee</b>	<b>Not an owner or employee</b>	<b>CU student</b>	<b>NOT a CU student</b>
walking	93.7%	98.8%	97.5%	94.8%	95.9%	95.6%
biking	4.7%	1.2%	0.0%	4.3%	3.4%	3.7%
in vehicle	1.6%	.0%	2.5%	0.9%	0.7%	0.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 132: Question #C by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Number of people in group	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
1	70.6%	87.4%	85.0%	74.5%	79.1%	73.7%
2	22.2%	12.6%	15.0%	19.6%	17.6%	19.7%
3	3.6%	0.0%	0.0%	3.0%	1.4%	3.6%
4	2.1%	0.0%	0.0%	1.7%	1.4%	1.5%
5	1.5%	0.0%	0.0%	1.3%	0.7%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 133: Question #D by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Children in group?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
yes	2.1%	0.0%	0.0%	1.7%	0.0%	3.0%
no	97.9%	100.0%	100.0%	98.3%	100.0%	97.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 134: Question #E by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Site	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
13th and College	51.8%	55.2%	57.5%	50.4%	53.7%	51.8%
13th and Pennsylvania	48.2%	44.8%	42.5%	49.6%	46.3%	48.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 135: Question #F by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Day	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Tuesday	19.2%	36.0%	30.0%	23.9%	23.1%	25.0%
Wednesday	32.6%	25.6%	27.5%	30.8%	31.3%	30.9%
Thursday	19.7%	18.6%	12.5%	20.1%	21.8%	15.4%
Friday	28.5%	19.8%	30.0%	25.2%	23.8%	28.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 136: Question #H by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status**

Weather	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
sunny, dry	68.9%	64.0%	80.0%	65.2%	62.8%	71.1%
sunny, wet	1.0%	1.2%	0.0%	1.3%	1.4%	0.7%
rainy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
cloudy, dry	27.5%	31.4%	20.0%	28.8%	30.4%	25.9%
cloudy, wet	2.6%	3.5%	0.0%	4.7%	5.4%	2.2%
snow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Appendix D: Tabulation of Mode Count Data Collection

The following pages contain the tabulation of results to the Mode Count data collection.

**Table 137: Number and percent of modes per hour**

Modes per hour	Number of Modes		Percent of Modes	
	Average	Median	Average	Median
Westbound bikes per hour	12	10	6.1%	4.3%
Westbound pedestrians per hour	178	165	75.2%	70.8%
Westbound vehicles per hour	65	82	19.1%	26.3%
Northbound bikes per hour	8	7	3.6%	3.2%
Northbound pedestrians per hour	132	129	56.7%	56.6%
Northbound vehicles per hour	93	87	41.5%	40.9%
Eastbound bikes per hour	6	5	2.6%	2.3%
Eastbound pedestrians per hour	102	96	48.8%	48.1%
Eastbound vehicles per hour	101	98	48.6%	50.0%
Southbound bikes per hour	6	6	2.8%	2.6%
Southbound pedestrians per hour	105	105	45.3%	45.7%
Southbound vehicles per hour	120	118	51.9%	51.5%
Bikes per hour	32	30	3.5%	3.3%
Pedestrians per hour	512	502	55.7%	55.5%
Vehicles per hour	374	374	40.8%	41.1%

## **Appendix E: Survey Instruments and Data Collection Forms**

The following pages contain the survey instruments and data collection forms used for the Spring 2014 UHGID Surveys.