

GILBERT HERITAGE DISTRICT COMMUNITY OUTREACH SURVEY RESULTS

Collection Period:
October 2015 – January 2016



Survey Methodology

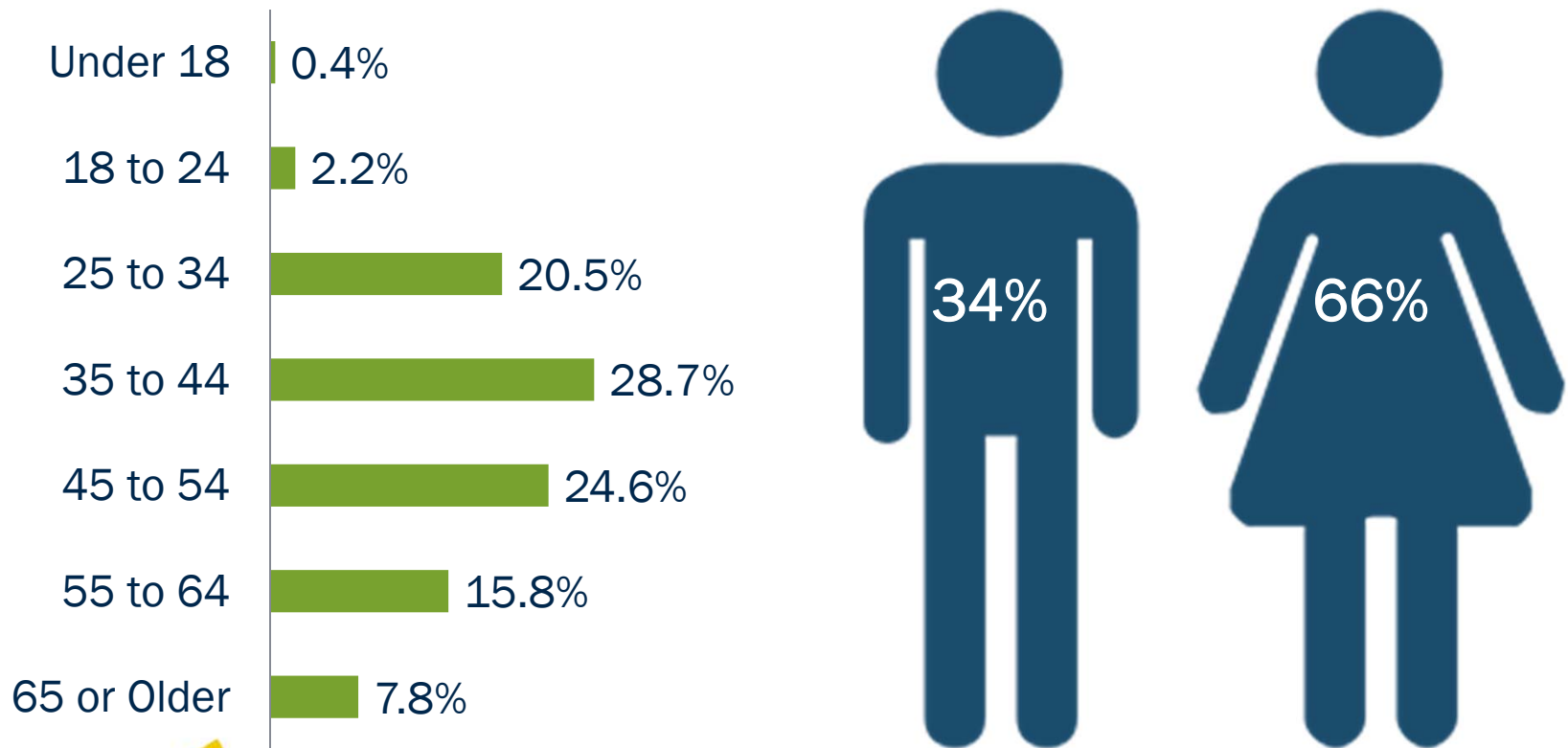
During the course of Fiscal Year 2016, Town staff continued consulting with stakeholders on the results of three consultant studies related to parking, traffic & circulation, and real estate in the Heritage District. To further expand the reach of this engagement effort, during the Mayor's Ambassador Forum on October 22, 2015, Gilbert launched a community focused web based survey to collect feedback from the broader community regarding the future growth and development of the Heritage District. Residents, stakeholders, and visitors had the option to provide input via internet enabled devices like cell phones, tablets, and computers. In addition, three open community meetings were held in November 2015, December 2015 and January 2016 to provide face-to-face opportunities to engage the community, answer questions about the consultant studies and solicit feedback about the Heritage District.

The 21 question survey included multiple questions with specified categories, along with three open-ended questions requiring a unique written answer. The survey format did not limit the number of times an individual could respond but a review of the data did not reveal any identical responses and nearly all of the responses showed a combination of unique answers and demographic information. The survey was also not limited to just Gilbert residents. In total, Gilbert collected 3,984 responses to the online Heritage District survey.

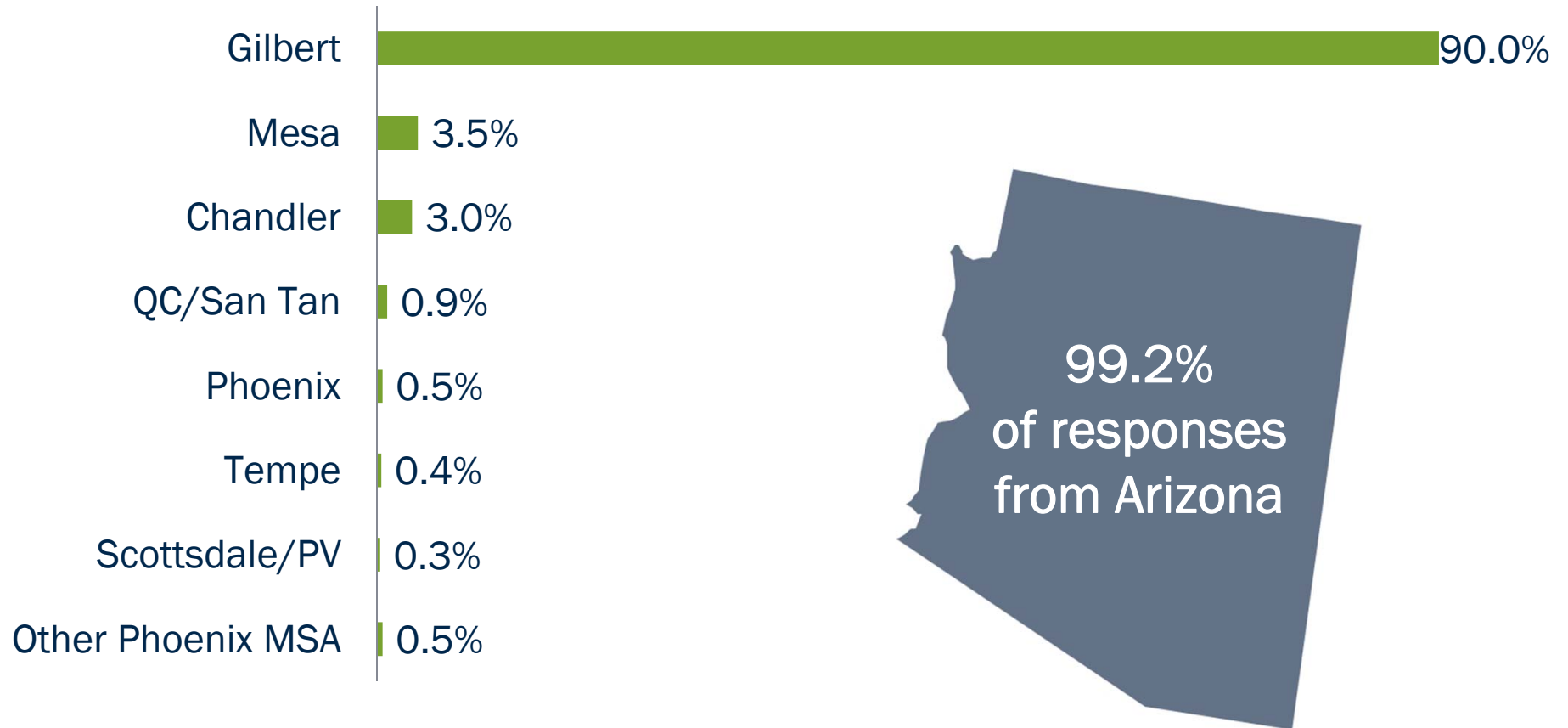
Additionally, Gilbert collected responses to questions 1, 2, 5, 10, and 14 in a live poll during the Mayor's Ambassador Forum on October 22, 2015. The responses collected at the Mayor's Ambassador Forum have been added to the online responses in the following report. In total, 136 people participated in the live polling.

 **4,120** Survey Responses*

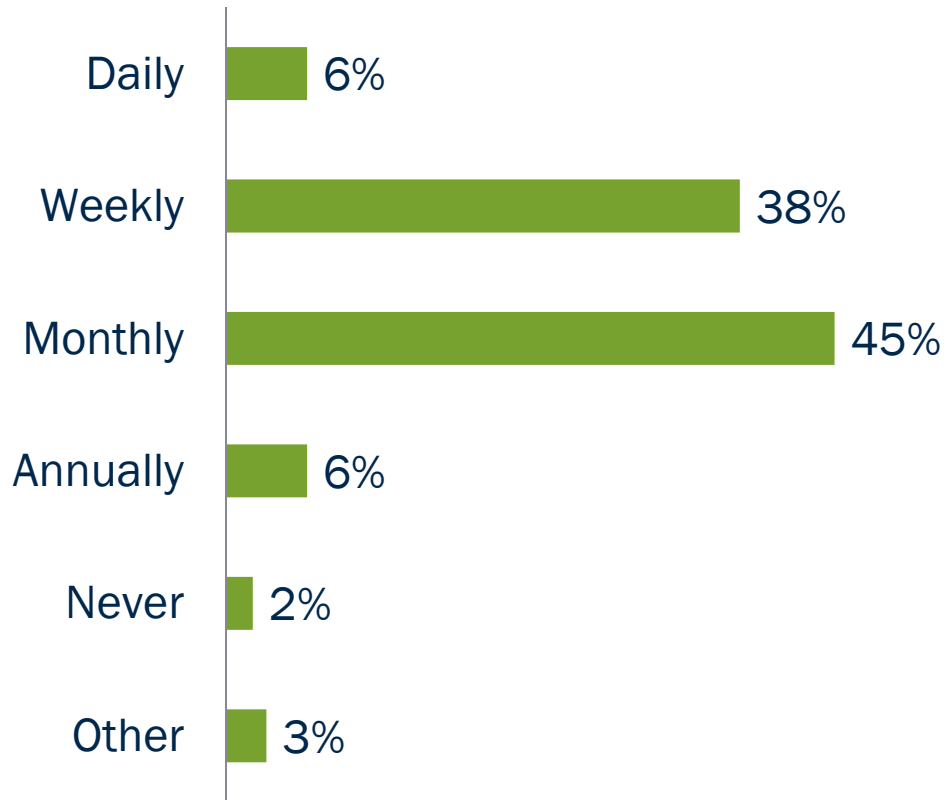
Age and Gender of Individuals Responding Online



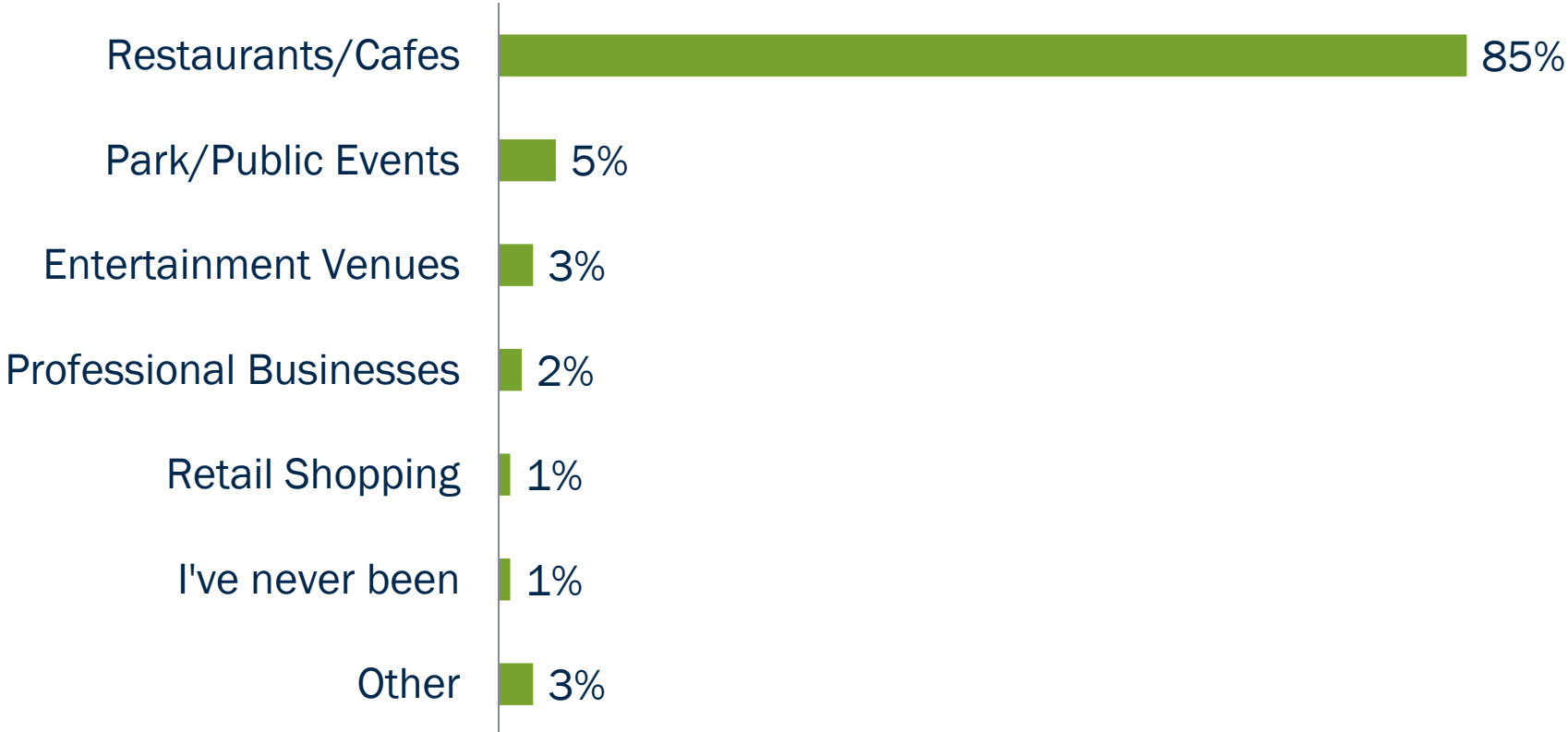
Response Geography



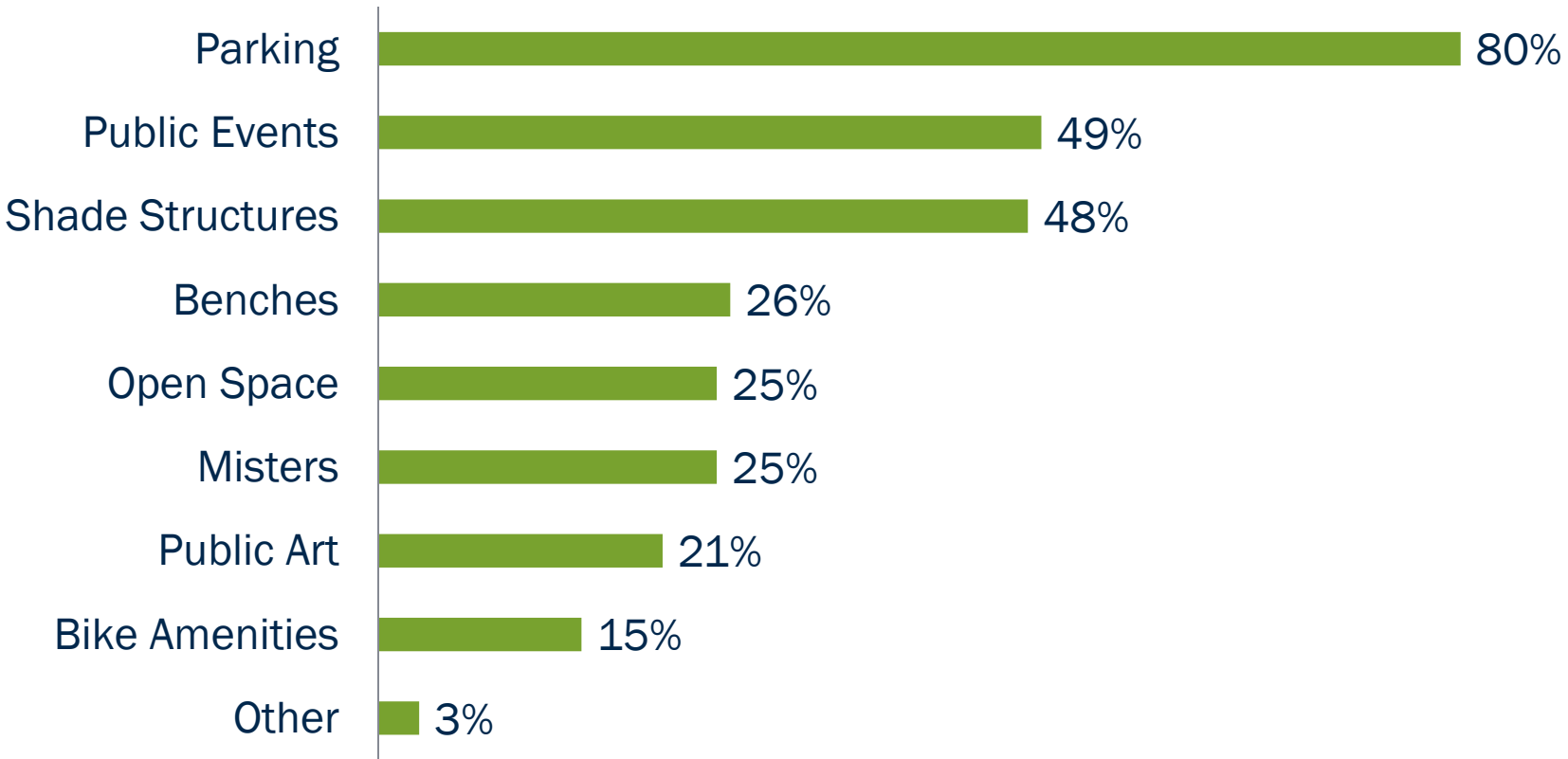
1. How often do you visit the Heritage District?



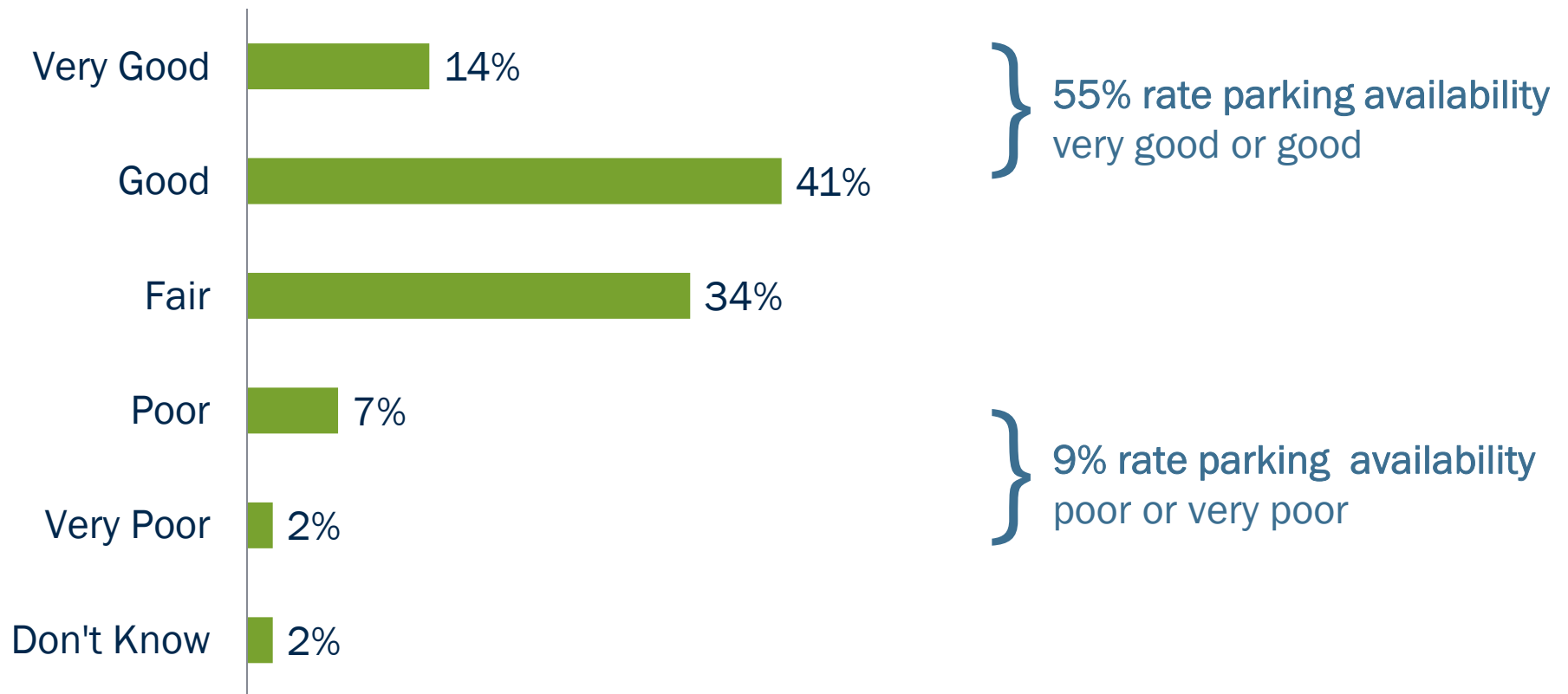
2. Primary reason you visit the Heritage District? (select one)



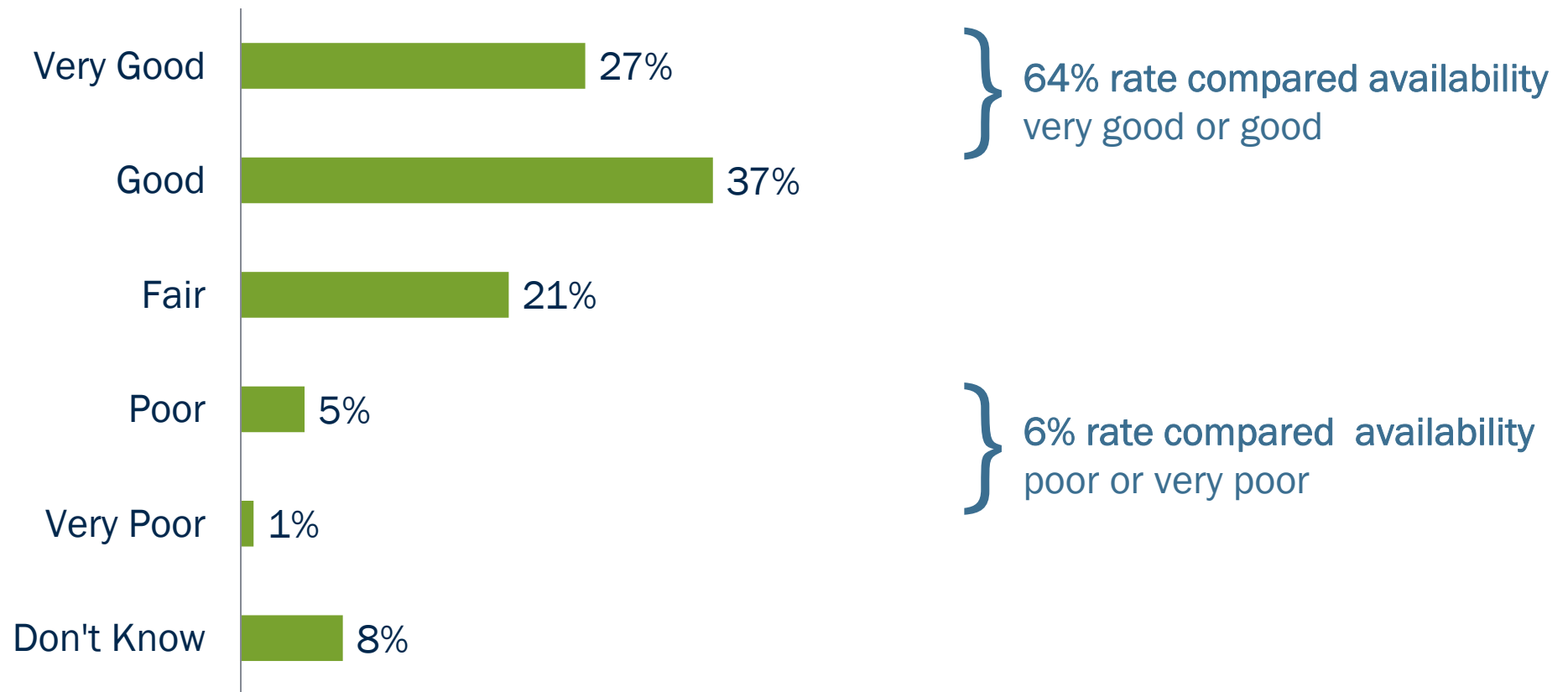
3. Which Heritage District amenities are most important to you as a visitor? (check all that apply)



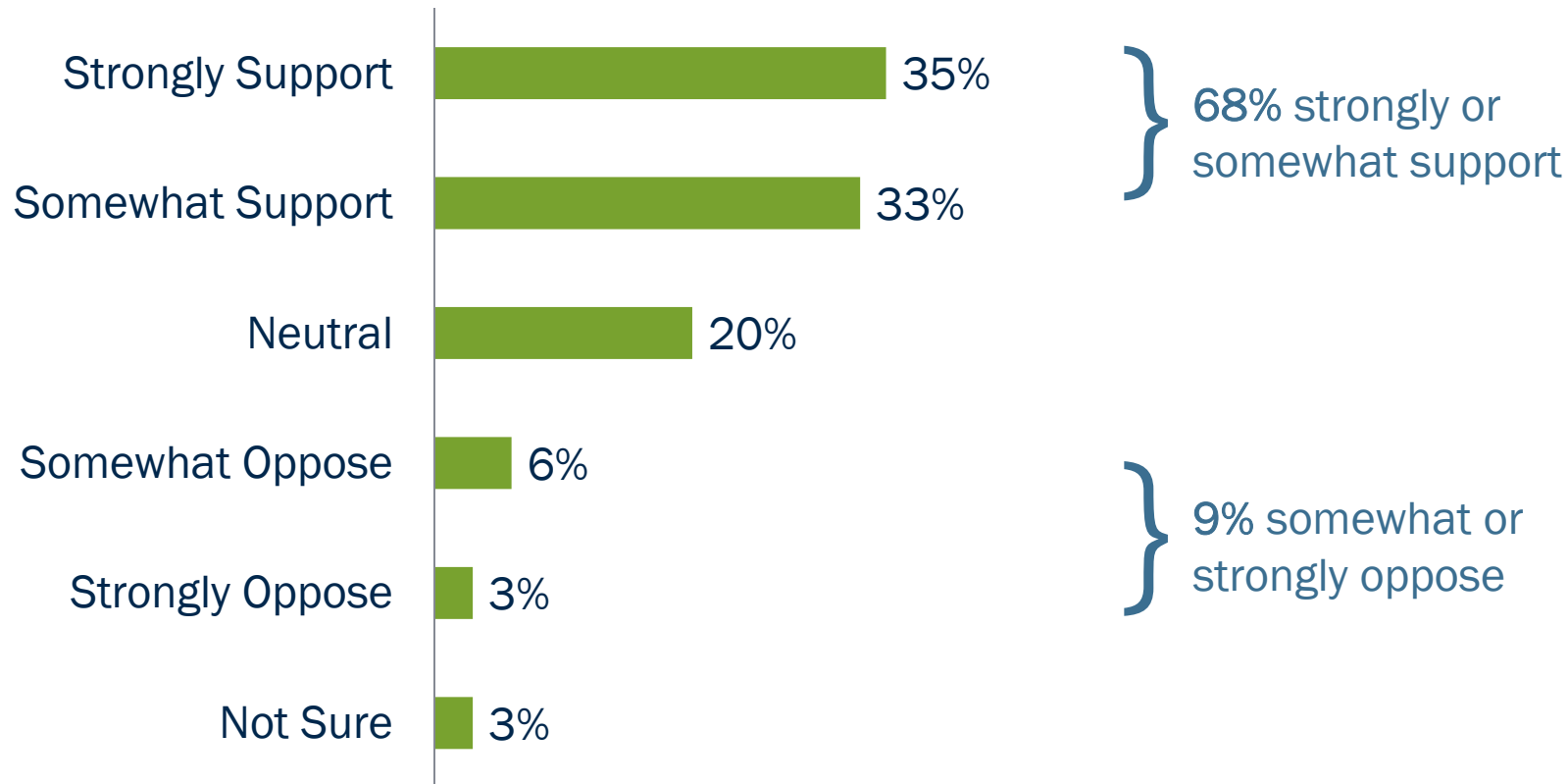
4. How would you rate the parking availability in the Heritage District?



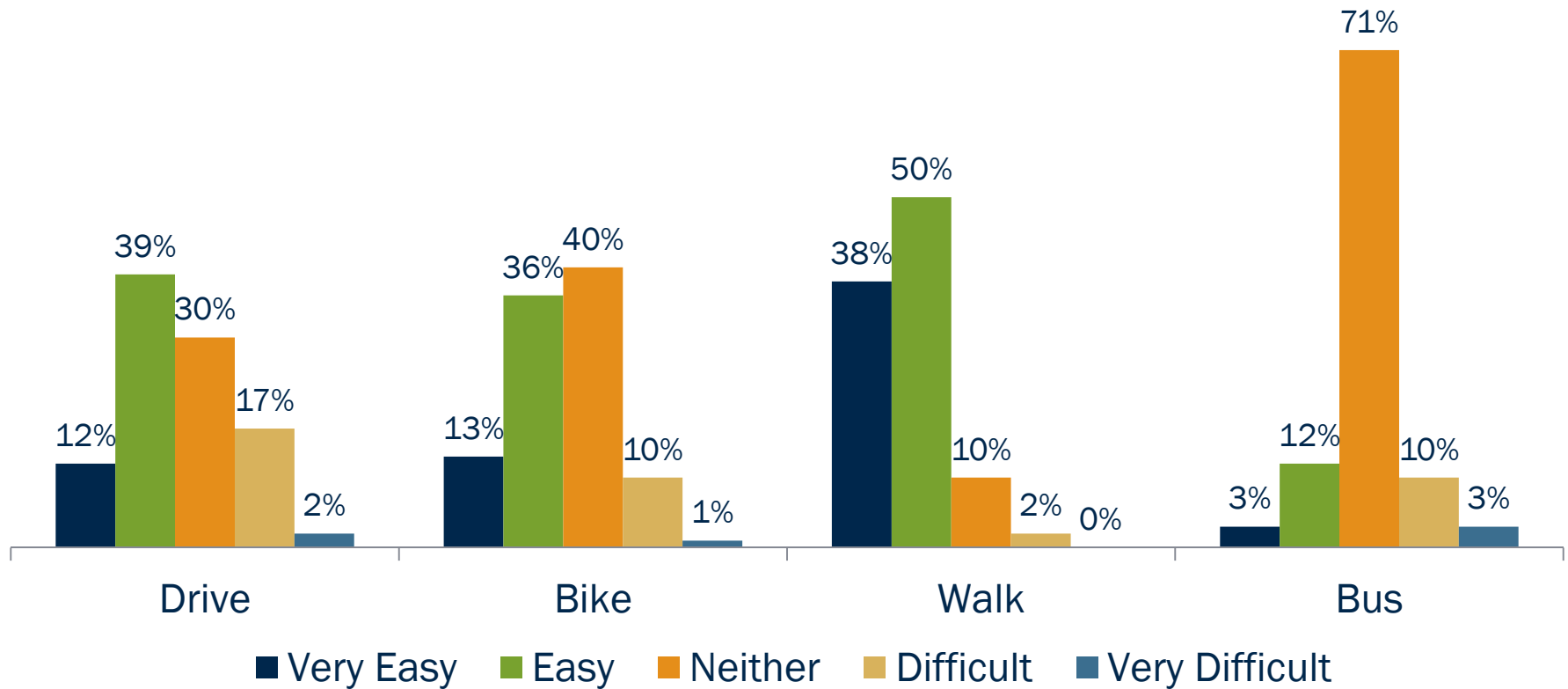
5. How would you rate the availability of parking in the Heritage District compared to other downtown districts like Scottsdale, Chandler, Tempe, and Phoenix?



6. Would you support the Town of Gilbert investing in an additional parking structure in the Heritage District?

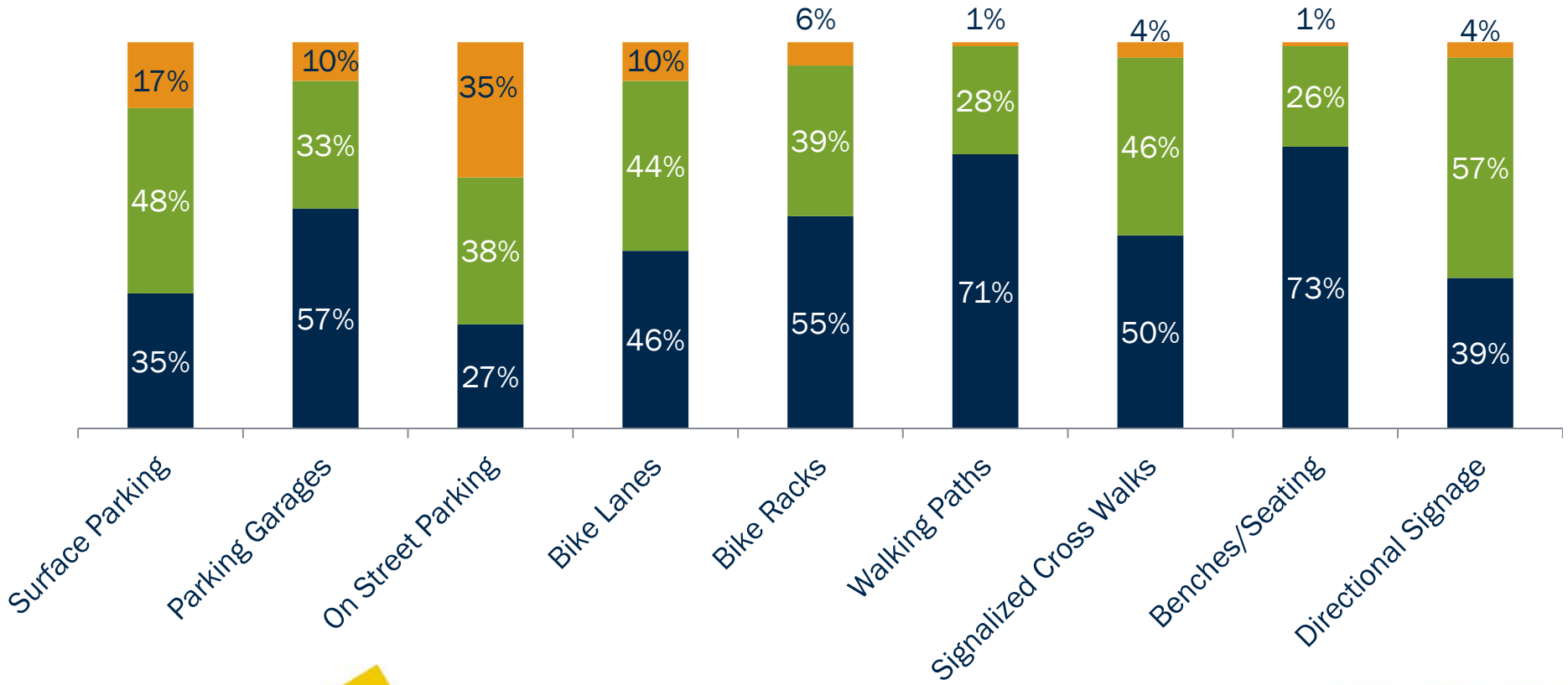


7. Rate the ease of mobility within the Heritage District for each mode of transportation.



8. When it comes to getting around the Heritage District, which of the following would you like to see?

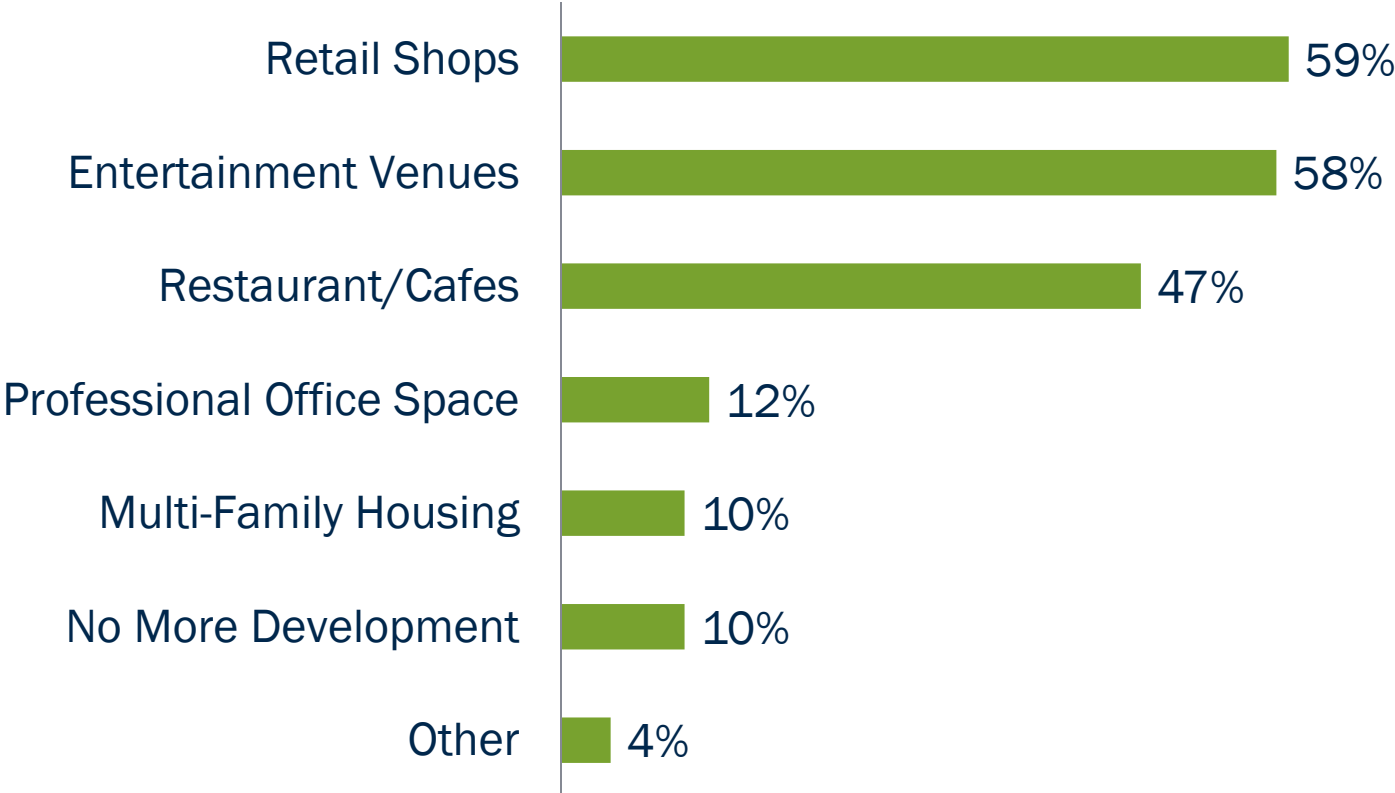
More Same Less



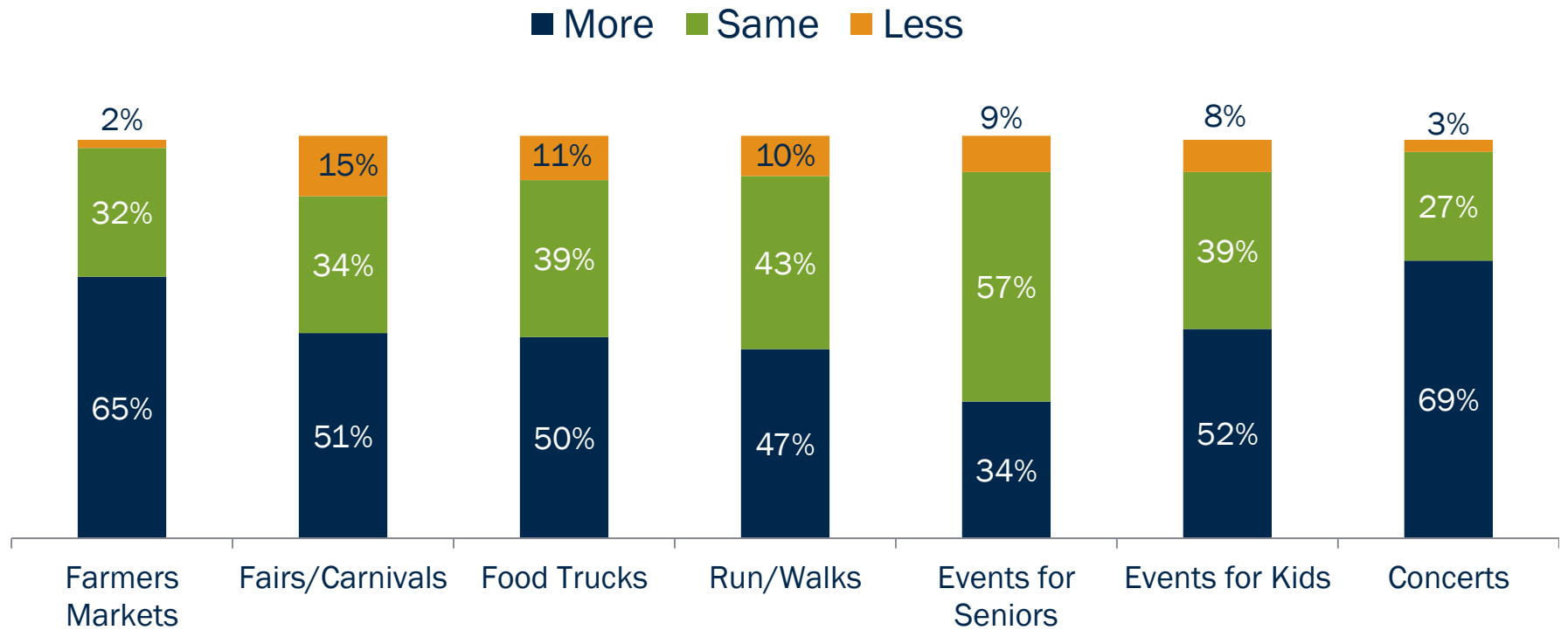
9. How easy is it to find the following attractions and amenities in the Heritage District?



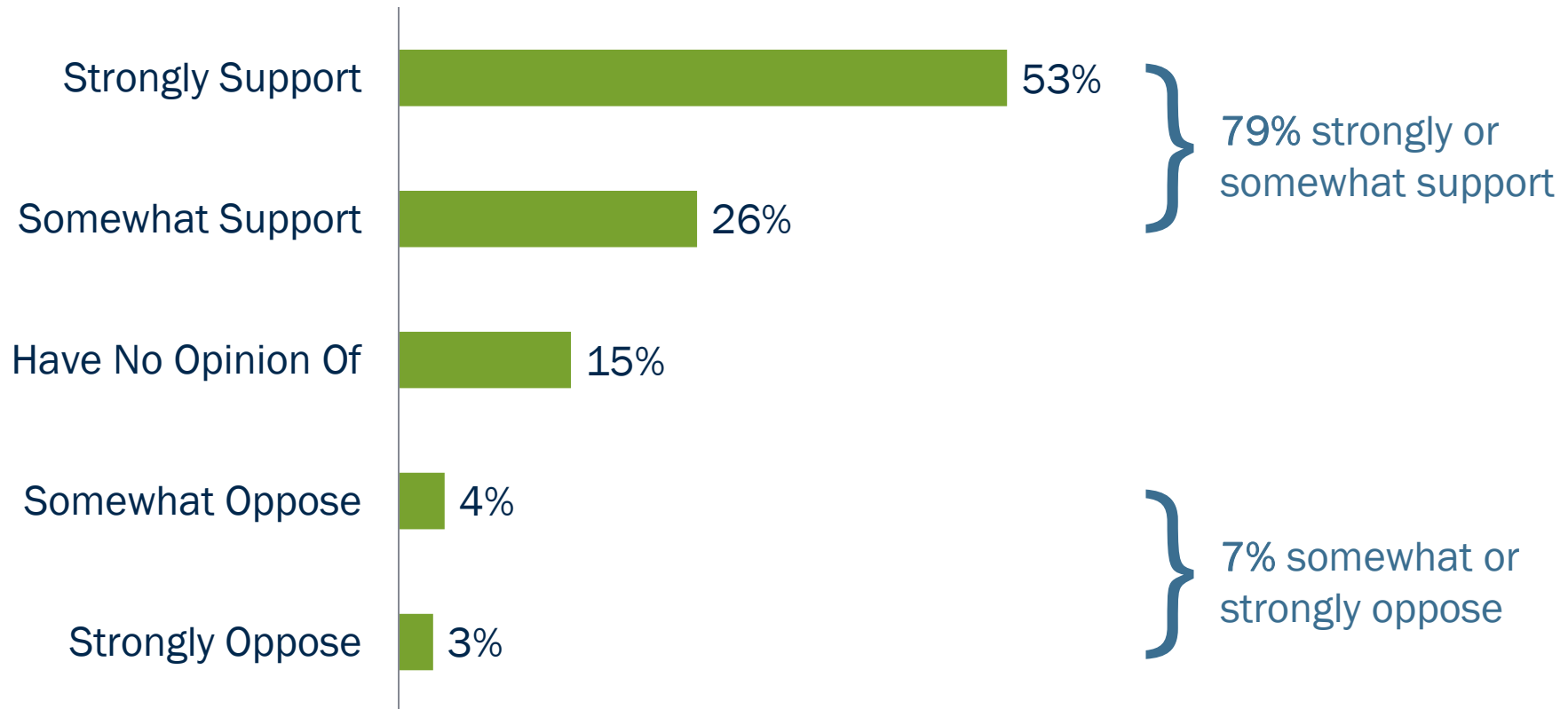
10. Which type of development would you like to see more of in the Heritage District? (Check all that apply)



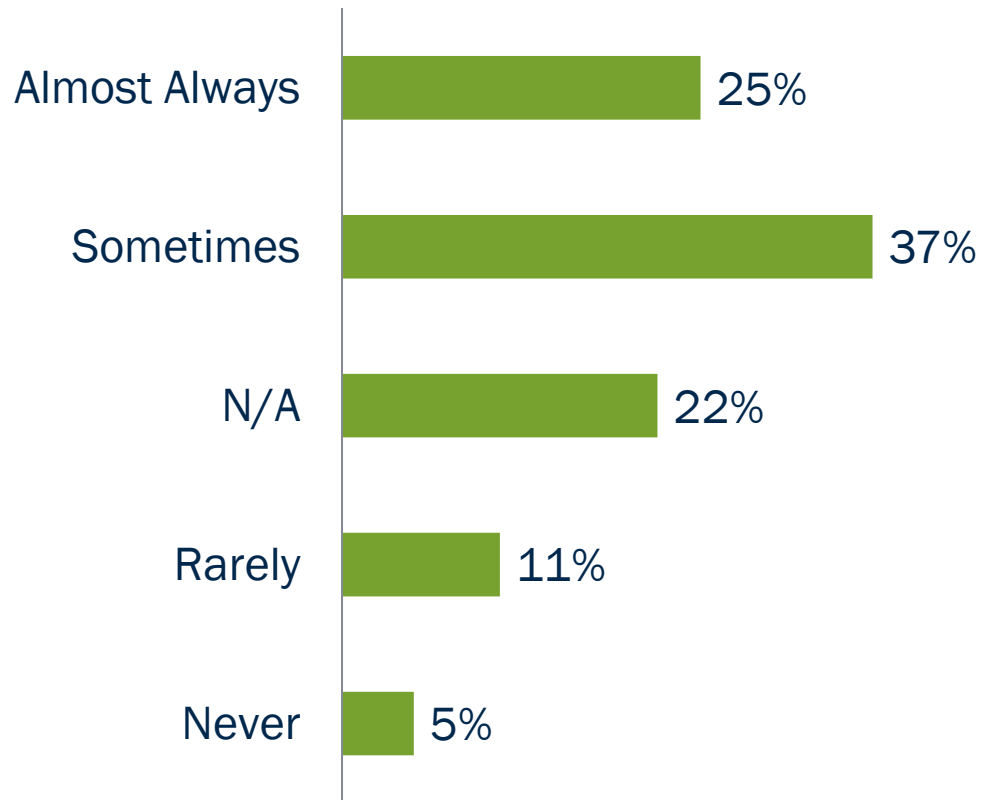
11. For the following types of special events, I would like to see :



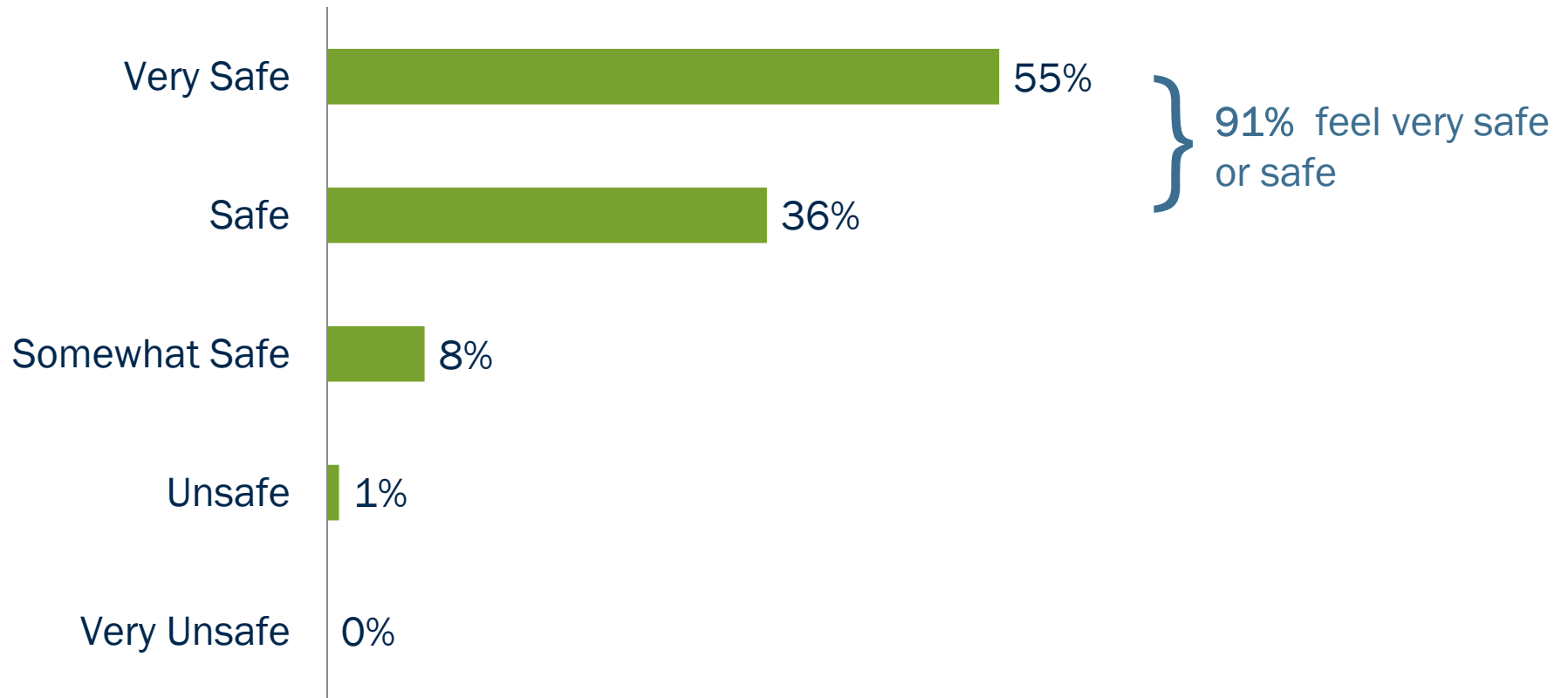
12. Finish the following statement: I _____ the Friday night food truck event.



13. If you visit the food trucks, how often do you patronize other Heritage District businesses?



14. Overall, how safe do you feel in the Heritage District at night?



15. As the Heritage District continues to develop, what one priority do you feel should receive the greatest attention from local leaders? (n=2236)

Availability of Parking	13.2%
Historical Preservation	12.5%
Safety and Security	11.5%
Improving Flow of Traffic and Minimizing Congestion	11.5%
Entertainment and Nightlife	8.4%
Family-Friendliness- Inclusive of Limiting # of New Nightlife Establishments	8.1%
Variety of Retail	8.1%
Supporting and Encouraging New Local Businesses	4.6%
Heritage District Cleanliness & Environmental Friendliness	3.3%
Supporting Current Businesses	3.0%
District Crowding, in Particular with regards to Restaurants	2.4%
Alternative Transportation Options: Biking, Walking, and Public	2.4%
More Outdoor Activities and Events	2.1%
Pedestrian Safety	2.2%
Creating Housing	2.0%
Minimizing Tax Payer Burden for Development	1.5%
Increasing Dev. to areas near Heritage District like Northern and Southern boundaries	1.2%
Vehicular Safety	0.7%
Other	1.6%

16. What one thing do you hope WON'T change or be different in the Heritage District 5-10 years from now? (n=2,282)

Maintaining the Character and Small-Town Charm	39.2%
Cultural Amenities (Water Tower, Historical Bldgs. and Other Long Standing Institutions)	9.9%
Number of Restaurant and Dining Options	6.3%
Limited number of Chain Restaurants- Focus on Local Dining	6.1%
Walkability and Pedestrian Safety	5.6%
Family & Pet Friendliness	5.1%
New Development	4.8%
Safety	4.5%
Maintaining the Number of Special Events (i.e. Food trucks)	3.4%
Limited Presence of Bars and Nightlife	2.8%
Quality of the Establishments	2.7%
Maintaining the Lack of Presence of Office Buildings & Housing	2.5%
Maintaining Farmers Markets	2.1%
Green Space	1.5%
Diversity of Establishments	1.5%
The people of the Heritage District	0.9%
Lack of Congestion Relative to other Downtowns	0.5%
Variety of Retail	0.2%
Other	0.6%

16. What one thing do you hope WILL change or be different in the Heritage District 5-10 years from now? (n=2,027)

Improving the Variety of Retail	19.5%
More Options for Parking	11.2%
Increasing Expansion and Development of the District	10.4%
More Bars or Nightlife	7.9%
More Events and Special Attractions of a City	7.8%
More Diverse Options for Dining	7.2%
General Improvements to the Flow of Traffic	5.2%
Improving Public Art and Culture & Heritage District Cleanliness	4.6%
Become More Family-Friendly	4.4%
Limiting and Reducing Traffic on Gilbert Road	4.0%
Better Utility of Existing and Historical Structures	3.2%
Improving the Availability of Housing	3.1%
Public Transportation Options & Bike-Friendliness	3.0%
Reduction of Congestion of People	2.7%
Walkability	1.9%
More Adult Activities	0.9%
Minimized Street and Surface Parking	0.4%
Improved Vehicular Safety	0.4%
Other	2.4%