

Session Name: Carson Theming 4-20-2015 6-31 PM (2)

Date Created: 4/20/2015 4:42:35 PM

Active Participants: 31 of 31

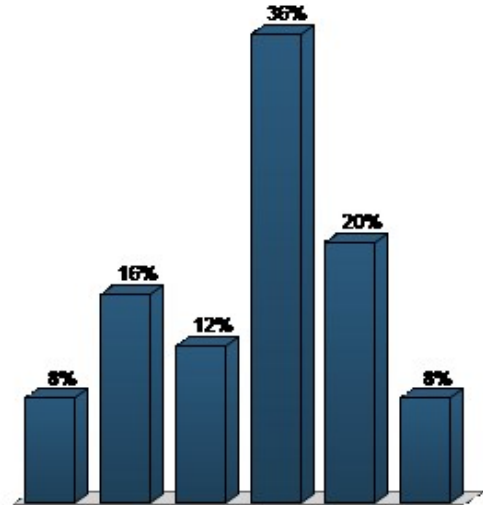
Average Score: 0.00%

Questions: 20

Results by Question

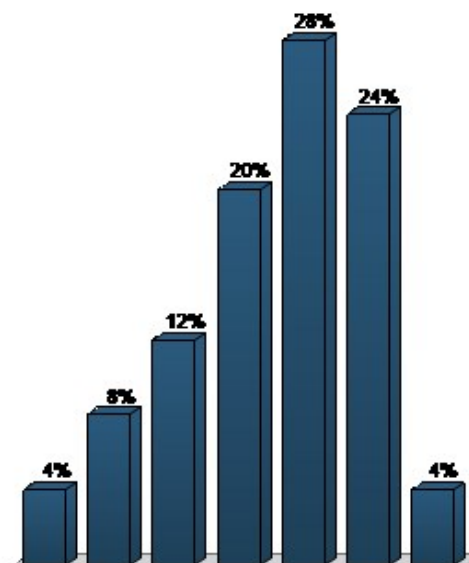
1. How long have you lived in Carson City? (Multiple Choice)

Responses		
	Percent	Count
1-5 years	8%	2
6-10 years	16%	4
11-20 years	12%	3
21+ years	36%	9
I was born here	20%	5
I don't live in Carson City	8%	2
Totals	100%	25



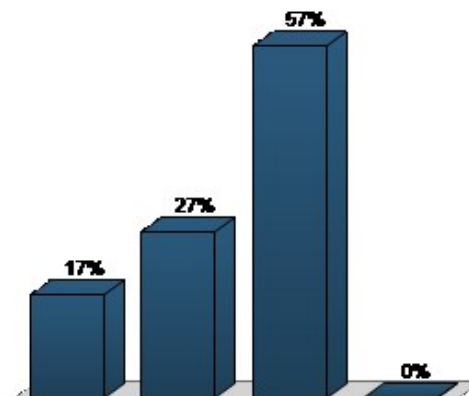
2. How old are you? (Multiple Choice)

	Responses	
	Percent	Count
Under 18	4%	1
18-29	8%	2
30-39	12%	3
40-49	20%	5
50-59	28%	7
60-69	24%	6
70+	4%	1
Totals	100%	25



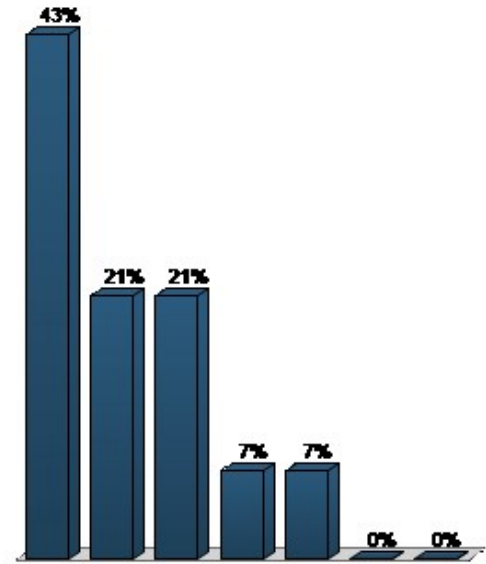
3. Why are you attending this meeting? (Multiple Choice)

	Responses	
	Percent	Count
To see the progress on the project	16.67%	5
Share my thoughts on Theming ideas	26.67%	8
Learn more (have not attended previous workshops)	56.67%	17
I don't know	0%	0
Totals	100%	30



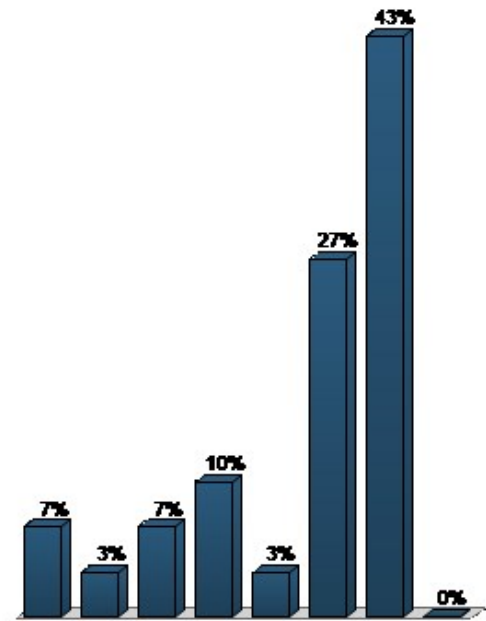
4. How often do you visit downtown? (Multiple Choice)

	Responses	
	Percent	Count
Daily	42.86%	12
A few times a week	21.43%	6
Once a week	21.43%	6
A few times a month	7.14%	2
Once a month	7.14%	2
Only to pass through	0%	0
Never	0%	0
Totals	100%	28



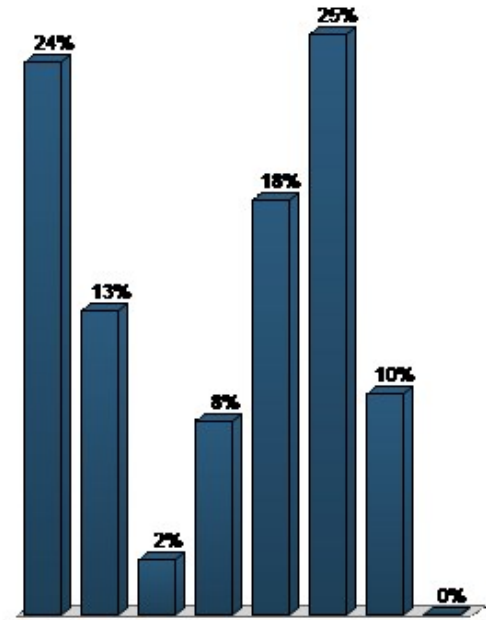
5. I usually go downtown to...(check all that apply) (Multiple Choice)

	Responses	
	Percent	Count
Work	6.67%	2
Shop	3.33%	1
Dine	6.67%	2
Meet Up	10%	3
Recreate	3.33%	1
For a Special Event	26.67%	8
Pass Through	43.33%	13
I don't go downtown	0%	0
Totals	100%	30



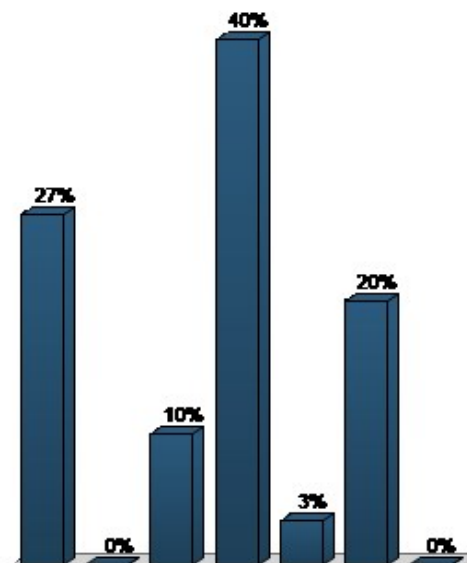
6. What are you proud of regarding downtown... (Choose top 3) (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Historic Structures	23.81%	20
Importance and Presence of Government	13.1%	11
Ease of Parking	2.38%	2
Pedestrian scale (feeling)	8.33%	7
Public Facilities (museums and government buildings)	17.86%	15
Community and Cultural Events	25%	21
Diversity of Businesses	9.52%	8
Other (please write on comment card)	0%	0
Totals	100%	84



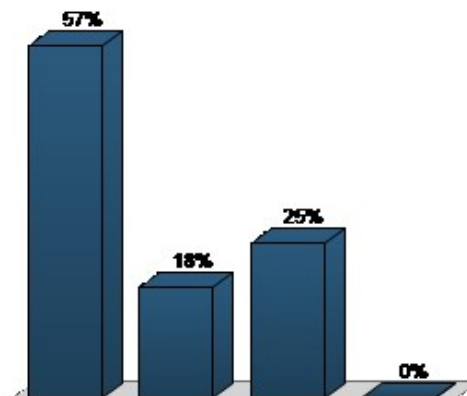
7. What do you feel needs improvement in downtown? (Multiple Choice)

	Responses	
	Percent	Count
The Diversity of Businesses	26.67%	8
Quality of Event Spaces	0%	0
Parking Opportunities	10%	3
Pedestrian Environment and Public Spaces	40%	12
Wayfinding and Directional Signage	3.33%	1
Overall Visual Quality	20%	6
Other (please write on comment card)	0%	0
Totals	100%	30



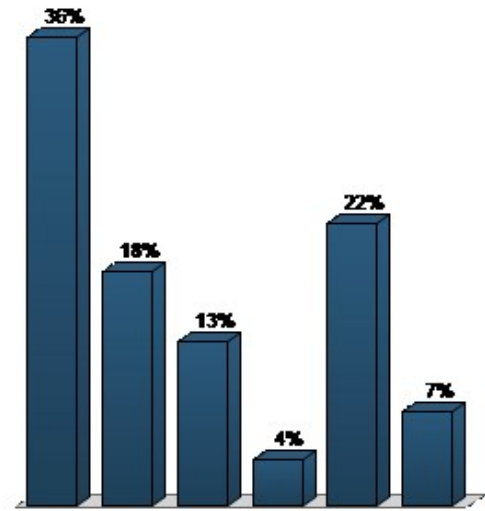
8. Of the three theming options, which do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Historic	57.14%	16
Transportation	17.86%	5
Civic/Capitol	25%	7
No Preference	0%	0
Totals	100%	28



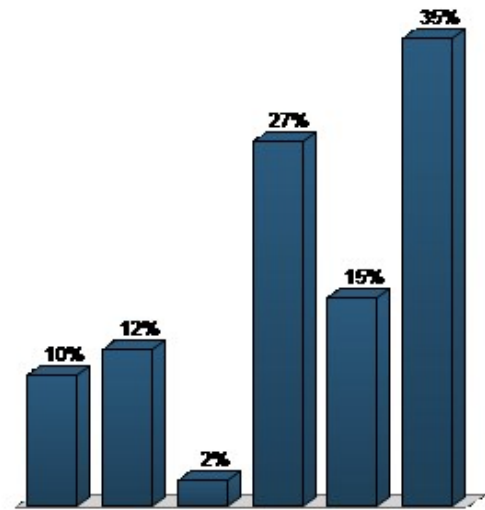
9. For the Historic Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	36.36%	20
Planter Walls & Seatwalls	18.18%	10
Lighting	12.73%	7
Decorative Fences	3.64%	2
Furnishings	21.82%	12
Emblems and Icons	7.27%	4
Totals	100%	55



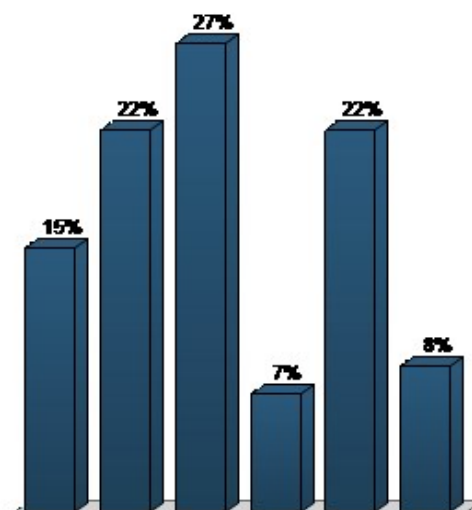
10. For the Historic Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	9.62%	5
Planter Walls & Seatwalls	11.54%	6
Lighting	1.92%	1
Decorative Fences	26.92%	14
Furnishings	15.38%	8
Emblems and Icons	34.62%	18
Totals	100%	52



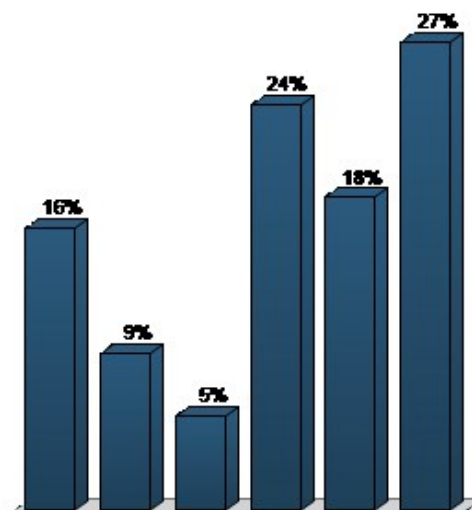
11. For the Transportation Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	15%	9
Planter Walls & Seatwalls	21.67%	13
Lighting	26.67%	16
Decorative Fences	6.67%	4
Furnishings	21.67%	13
Emblems and Icons	8.33%	5
Totals	100%	60



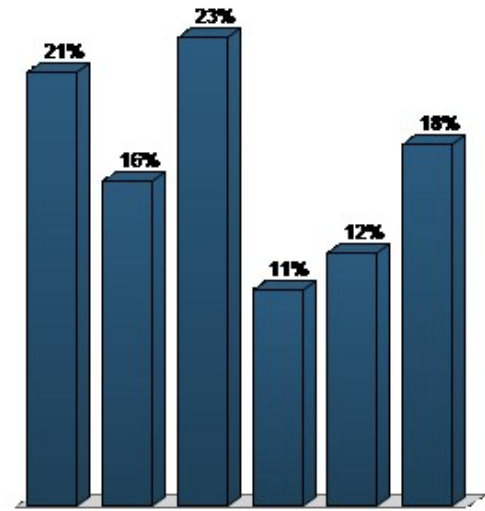
12. For the Transportation Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	16.36%	9
Planter Walls & Seatwalls	9.09%	5
Lighting	5.45%	3
Decorative Fences	23.64%	13
Furnishings	18.18%	10
Emblems and Icons	27.27%	15
Totals	100%	55



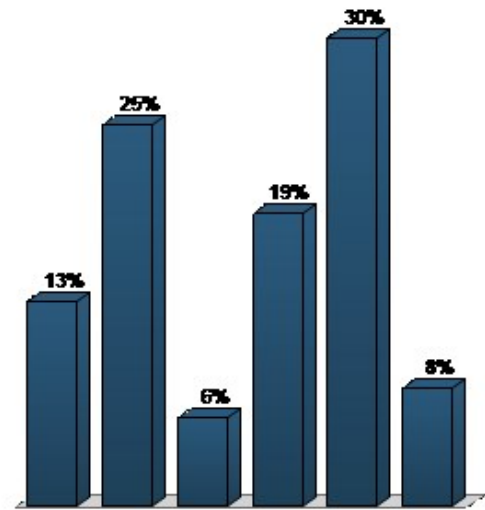
13. For the Civic/Capitol Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	21.05%	12
Planter Walls & Seatwalls	15.79%	9
Lighting	22.81%	13
Decorative Fences	10.53%	6
Furnishings	12.28%	7
Emblems and Icons	17.54%	10
Totals	100%	57



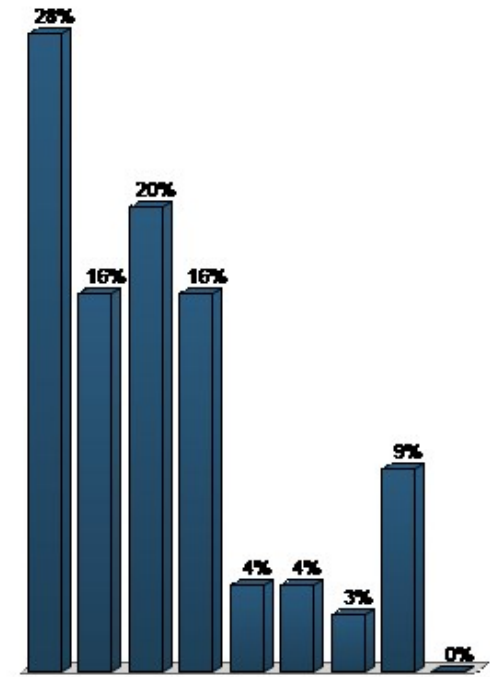
14. For the Civic/Capitol Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	13.21%	7
Planter Walls & Seatwalls	24.53%	13
Lighting	5.66%	3
Decorative Fences	18.87%	10
Furnishings	30.19%	16
Emblems and Icons	7.55%	4
Totals	100%	53



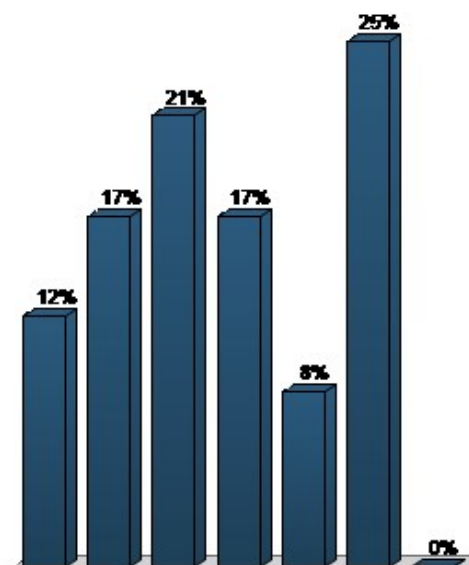
15. What are the three “must see” things in downtown? (Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Historic Buildings (walking tour)	27.85%	22
Capitol / Government	16.46%	13
Museums / Culture	20.25%	16
Restaurants/Bars	16.46%	13
Gaming	3.8%	3
Retail/Shopping	3.8%	3
Public Spaces	2.53%	2
Special Events	8.86%	7
Other (Please write on comment card)	0%	0
Totals	100%	79



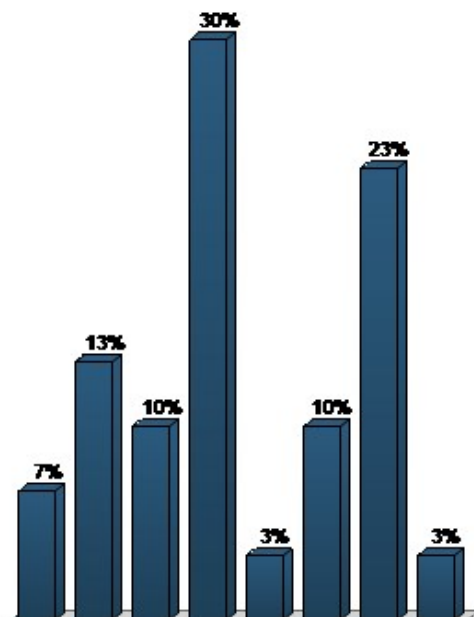
16. What “needs work”? (Pick 3)(Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Quality of cultural events	11.9%	10
Quantity of cultural events	16.67%	14
The diversity of the businesses	21.43%	18
Ease of Parking	16.67%	14
Wayfinding and directional signage	8.33%	7
Overall visual quality	25%	21
Other (Please write on comment card)	0%	0
Totals	100%	84



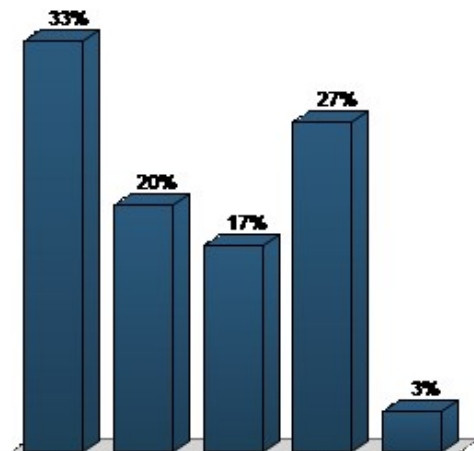
17. In the commitment to keep you informed, how did you hear about this meeting? (Multiple Choice)

Responses		
	Percent	Count
City Website	6.67%	2
Email List	13.33%	4
Other Website	10%	3
Word of Mouth/Flyer	30%	9
City Facebook	3.33%	1
Other Social Media	10%	3
Newspaper/ Digital Media	23.33%	7
Community / Social Gatherings	3.33%	1
Totals	100%	30



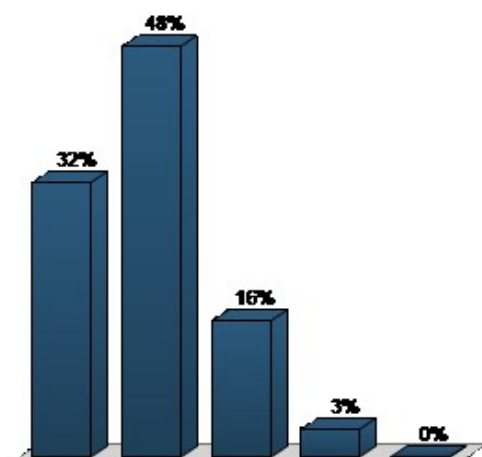
18. How would you rate the City's efforts to keep the community engaged? (Multiple Choice)

Responses		
	Percent	Count
Very Good	33.33%	10
Good	20%	6
Neutral	16.67%	5
Needs Improvement	26.67%	8
Not Good	3.33%	1
Totals	100%	30



19. How would you rate the information presented tonight? (Multiple Choice)

	Responses	
	Percent	Count
Very Good	32.26%	10
Good	48.39%	15
Neutral	16.13%	5
Needs Improvement	3.23%	1
Not Good	0%	0
Totals	100%	31



20. While you may not agree with the results of this meeting regarding theming, do you feel this process is heading in the right direction? (Multiple Choice)

	Responses	
	Percent	Count
I Agree	74.19%	23
Neutral	19.35%	6
Disagree	6.45%	2
Totals	100%	31

