

# Occidental Promenade Winter Engagement Summary

## Overview

### Introduction

SDOT is developing a plan to improve Occidental Ave S between S King St and S Royal Brougham Way. This corridor currently functions as a shared street that accommodates a variety of users, including people walking, biking, driving, delivering goods and services, collecting trash, and vending.

This report summarizes our December 2025 public engagement which included an open house on December 9, 2025 at the RailSpur development and an online survey open December 9-31, 2025. The same questions were included in the online survey and public open house, and PDFs of the open house boards were posted to the SDOT website following the in-person event.

The outreach focused on collecting feedback on the public's priorities for improving the project area, sharing input from project stakeholders, and introducing the phased approach this project is taking.

### Who We Heard From

- **Open house:** 52 people attended the public open house.
- **Online survey:** The survey had 706 respondents, 348 of whom answered every question in the survey. The remainder of respondents answered at least one question.

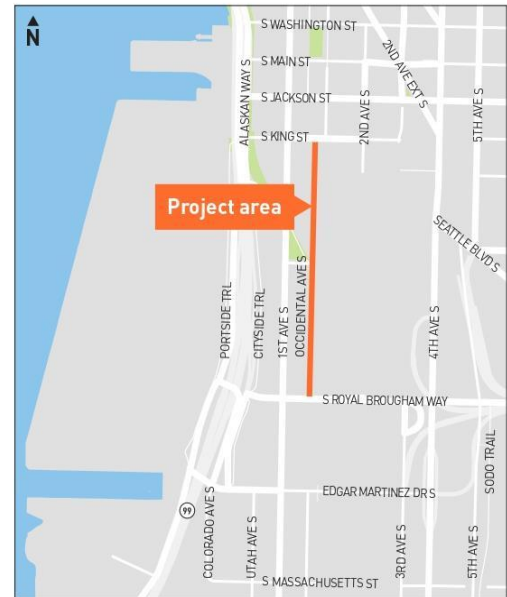


Figure 1. Project area



Figure 2. Photo of December 9, 2025 Open House

## Takeaways

This section includes high level takeaways. For a more detailed analysis, see the Results section.

### Emerging Theme

A key theme from this round of outreach is the **desire to reduce or eliminate vehicles and prioritize pedestrians**. This was one of the most frequently cited topics, appearing in 6 out of 7 of the write-in response questions. This feedback differs from past stakeholder input, particularly from residents who access their parking lot from Occidental Ave. S.

### Corridor Challenges

- The most frequently cited challenges along Occidental Ave S today are **public infrastructure gaps** (461 respondents – Table 1), **parking and loading impacts to pedestrian mobility** (418 respondents – Table 1), and **lighting gaps** (382 respondents – Table 1)
- Many write-in responses identified the **presence of cars as a challenge**, with participants advocating for reducing or eliminating vehicular access to the street, see Table 2.

### Occidental Identity

- Respondents feel that this area is unique and special due to its **connection to stadiums and event venues** (127 respondents – Table 3), its **pedestrian focus and walkability** (combined 120 respondents – Table 3), and **event-day atmosphere** (71 respondents – Table 3).
  - People described the draw of stadium events, the ebb and flow of event attendees, the celebratory atmosphere they experience along the street before and after events, and the sense of community it brings.
  - Respondents support the **pedestrian nature of the street** during events, with **many advocating for more frequent or longer vehicular closures**.
- The value of the **historic character of the neighborhood** was a common category in open house responses (4/10 responses – Table 3) and the online survey (37 respondents – Table 3). People noted the unique juxtaposition of historic buildings along the west side of the street with the modern stadium on the east side.
- People feel the area is missing pedestrian-scale business frontages and pedestrian infrastructure and **can feel more vehicular-oriented, unsafe or empty when events are not happening**. This is consistent with past stakeholder feedback. See Table 4.

### Future Vision

- The most consistent word people used when describing their **vision for the future is “safe”** (combined 116 respondents – Table 5).

- In both the online survey and open house, **a pedestrian-focused future vision** was popular. Approximately one-third of online survey respondents expressed a desire to **reduce or eliminate vehicular access** to the street (104 respondents – Table 5).
- **Cleanliness and organization** were most important for open house participants (5/18 responses – Table 5). Most attendees who signed in live or work along Occidental, and this emphasis is consistent with past stakeholder engagement, where post-event waste has been a significant concern for people with frontages along the street.

### Project Goals

- The **project goals were affirmed** in both the open house and the online survey. See Figure 6.
- For both online and in-person participants, the top two goals by votes are: **"Create a livable and active public space"** (89% of combined respondents – Figure 6) and **"Support a welcoming, safe, and comfortable environment"** (89% of combined respondents – Figure 6).
- The **least supported goals** are “Balance loading and parking needs with pedestrian access” and “Improve the street vending environment. “
  - In-person participants responded more positively to “Balance loading and parking needs with pedestrian access” than online participants.
  - Write in comments on street vending were supportive of ongoing vending along the corridor.
- When asked what was missing from the goals, the most common category was either **full pedestrianization of the street or a significant shift in existing use to prioritize pedestrians** (50 respondents – Table 6).

### Near-Term Improvements

- The most popular near-term improvements include:
  - **Improved lighting** (389 combined respondents –Table 11)
  - **Wider spaces for walking** (369 combined respondents – Table 10)
  - **More shade and greenery** (348 combined respondents –Table 11)
  - **A continuous walkway** (343 combined respondents – Table 8)
- Getting Around
  - Most people get to Occidental by **walking** or **transit** (327 and 297 combined respondents respectively – Table 7)
  - **A continuous walkway** (343 combined respondents – Table 8) was the top response to, "What would improve your arrival experience?" receiving more than twice as many votes as any other option from both open house and survey participants.
  - **Bike racks** and **bike or scooter share parking** were also popular additions (158 and 142 combined respondents respectively – Table 8).

- Write-in responses emphasized a **desire for a focus on pedestrians and reduction in vehicular access**, see Table 9.
- Street and Mobility Features
  - **Improved lighting** (34/91 responses – Table 11) and **safer intersections** (27/88 responses – Table 10) were more popular than other features for open house participants, which indicates a continued interest in safety and security for people who live and work along the street.
  - **Art** was the least popular feature in this section of the survey (234 combined respondents – Table 11). However, when participants were asked if they want public art along the corridor, a majority said they like or love the idea, indicating art is desirable but may rank low due to the way the question was framed.

## Experience

- **Overall, responses were positive for each type of feature.** The majority of respondents said they either **“liked” or “loved” the idea of lighting, seating, and art on Occidental.** (Figures 8-10).
  - Of the three feature types, **respondents were the least enthusiastic about seating** (52% of open houses respondents “liked” or “loved” seating; 70% of survey respondents “liked” or “loved” seating – Figure 8).
- Most people preferred:
  - **Rotating and everchanging public art** (142 combined respondents – Table 14).
  - **Social and flexible seating** (116 combined respondents – Table 12).
    - While it was the most popular option, social and flexible seating only scored slightly higher than the next highest alternative, functional and interesting seating (113 combined respondents – Table 12), indicating the public did not have a strong preference among the options shared.
  - **Warm and inviting lighting** (251 combined respondents – Table 13).
- When asked to use photos to create a collage, many attendees selected images **showing active spaces with street trees, string lighting and gathering areas** (Figure 13), which affirms survey and open house responses.

## Programming and Activation

- Respondents were most interested in **recurring events like food & vendor markets** (362 combined respondents – Table 15) and **free concert series or pop-up theater** (312 combined respondents – Table 16).
- When asked what they would like to do on Occidental on a non-event day, most respondents described getting **food or drinks from local businesses** (190 combined respondents – Table

17), with many respondents also describing **sitting or gathering outside** (80 respondents – Table 17).

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- A. Survey Questions
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# Methodology

## Online Survey

The online survey was open December 9-31, 2025. It was hosted on the Alchemer survey platform and had a section on project background, 20 multiple choice, and 7 write in questions. For survey questions see Appendix A.

## Open House

The open house was held from 5-9pm on December 9, 2025 on the top floor of the RailSpur development. The public was invited to interact with 19 boards which shared project background and asked questions. Attendees were provided with bingo daubers to answer multiple choice questions and post-its to answer write in questions. The final board had an opportunity for attendees to create collages using provided streetscape photos. For open house boards see Appendix B.

The open house and online survey were promoted with flyers distributed before the December 4th First Thursday Art Walk in Pioneer Square, through social media by SDOT, The Alliance for Pioneer Square and the Seattle Parks Foundation, and with mailers sent to approximately 3,200 neighborhood businesses and residents.

## Analysis

Open house responses were digitized and analyzed by MIG staff for common categories. Open-ended survey responses were categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with the assignments to categories verified by MIG staff.

In the following Results section, each topic has an explanation of the questions presented followed by key takeaways for the topic, and a summary table of the responses for both the open house and the online survey. See figure 3 for guidance on how to read the question response tables.

Figure 3: Example Table and Notes

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>
<b>Total</b>		<b>H</b>		<b>I</b>

Note: Survey n = **A**; Open House n = **B**.

- A. Total number of individual respondents who answered the write in question on the online survey.
- B. Total number of individual responses to the question for the open house. For write-in questions, this number includes interactions, e.g., if one person added a comment on a post-it and another person stamped the post-it that is counted as 2 responses. For multiple choice responses it is the number of stamps.
- C. Category or topic that emerged as a frequent theme among write-in responses.
- D. E/H
- E. The number of survey responses that fit with Category C. Note that if one response fits with multiple themes it may be included in the E count for multiple categories.
- F. G/I
- G. The number of open house responses that fit with Category C. Note that if one response fits with multiple themes it may be included in the G count for multiple categories.
- H. The total number of survey responses that fit into common categories or topics and are included in the count column. Note that H may be less than A due to one-off responses that don't fit well in categories with others. Note also that H is not the sum of the count column since some individual responses may be represented more than once if they fit in multiple categories.
- I. The total number of open house responses that fit into common categories or topics and are included in the count column. Note that I may be less than B due to one-off responses that don't fit well in categories with others. Note also that I is not the sum of the count column since some individual responses may be represented more than once if they fit in multiple categories.

# Results

The following results are organized by topic and presented in the same order as the online survey and open house. For complete online survey responses see Appendix C.

## Occidental Today

### 1. CHALLENGES

Respondents were presented with a series of existing challenges along the street today developed through stakeholder input and site analysis. Open house participants were asked to add any additional challenges they encounter. Online survey participants could select from the existing list or add their own.

#### Responses

*Table 1: What are the challenges? The following challenges were identified through our stakeholder engagement. Which of these do you experience or agree with? Select all that apply. Multiple Choice Responses<sup>1</sup>*

Multiple Choice Response Options	Survey %	Survey Count
Public infrastructure gaps like missing sidewalks and uneven walking surfaces	85%	461
Pedestrian mobility is impacted by parking and loading along the corridor	77%	418
Lighting gaps that leave dark areas along the street	70%	382
Differing access needs - businesses access driveways and loading docks in locations where people walk	54%	293
Waste management during and after events	50%	273
Ensure shared bike and scooter parking is well-organized	49%	268
Disorganization and inconsistency of street vending	26%	142
Unpredictability of access due to event street closures	25%	134
Other	12%	64
<b>Total</b>		<b>543</b>

Note: Survey n = 543.

<sup>1</sup> All open house responses for this question were write-in. See Table 2.

Table 2: “What are the challenges? The following challenges were identified through our stakeholder engagement. Which of these do you experience or agree with? Select all that apply.” Write-in Responses<sup>2</sup>

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
<b>Pedestrian and Cyclist Priority</b>	37%	22	33%	11
<b>Public Conduct and Safety</b>	15%	9	6%	2
<b>Parking and Rideshare Problems</b>	12%	7	6%	2
<b>Infrastructure and Maintenance</b>	12%	7	18%	6
<b>Signage and Wayfinding Deficiencies</b>	8%	5	6%	2
<b>Event Management and Crowd Control</b>	8%	5	9%	3
<b>Amplified Soud</b>	8%	5	-	0
<b>Accessibility and Inclusivity</b>	7%	4	-	0
<b>Economic and Regulatory Issues</b>	5%	3	-	0
<b>Private property building or land use</b>	-	0	9%	3
<b>Total</b>		<b>59</b>		<b>33</b>

Note: Survey n = 63; Open House n = 33.

### Selected quotes

On the category of **pedestrian and cyclist priority**:

- “Cars do not belong here and deliveries should be limited to morning hours.” - *Survey Respondent*
- “Lack of safe private bike parking” - *Survey Respondent*
- “Makes more sense to make the whole road a sidewalk” - *Open House Participant*

On the category of **public conduct and safety**:

- “People with megaphones disturbing the peace” - *Survey Respondent*
- “Enforce scooter on sidewalk violations intoxicated scooter riding” - *Open House Participant*

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<sup>2</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.



Table 3: What makes Occidental Ave unique?<sup>3</sup>

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
Proximity to Stadiums and Event Venues	41%	127	-	0
Pedestrian Focus and Walkability	38%	118	20%	2
Game Day Atmosphere and Energy	23%	71	-	0
Vendor and Business Activity	16%	50	-	0
Historic Character and Architecture	12%	37	40%	4
Potential for Improvement and Pedestrianization	10%	31	10%	1
Mixed-Use Nature and Conflicting Needs	10%	31	-	0
Connection to Pioneer Square, CID, Downtown and transit	10%	30	30%	3
Community Gathering Space	9%	28	-	0
Access and Transit Hub	6%	19	-	0
<b>Total</b>		<b>307</b>		<b>10</b>

Note: Survey n = 322; Open House n = 13.

### Selected quotes

On the category of proximity to **stadiums and event venues**:

- “It reminds people of the humanity of our city, as it is full of vendors and small businesses juxtaposed against massive billion dollar stadiums.” - *Survey Respondent*

On the category of **pedestrian focus and walkability**:

- “It is an occasionally pedestrian friendly street on the way to events that often has cool eclectic vendors” - *Survey Respondent*
- “Walkable open environment perfect for a market scene” - *Open House Participant*

On the category of **game day atmosphere and energy**:

- “Party atmosphere. Can be friendly during events and isolated when it is not activated. It feels like a pedestrian friendly walk.” - *Survey Respondent*

<sup>3</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

- “It shifts to a gathering plaza when an event is happening, lots of food, a meetup spot, great place to hang around if you didn't get tickets to see your favorite artist” - *Survey Respondent*

On the category of **historic character and architecture**:

- “Maintain the Historic Charm. We are really lucky to live in a place w/ such intact Historic Architecture; PRESERVE IT; It's what makes Pioneer Square unique & special” - *Open House Participant*

Table 4: How does this part of Pioneer Square feel different from the rest of the neighborhood? What is missing from other spaces nearby that you’d like to see here?<sup>4</sup>

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
<b>Pedestrianization and Car-Free Zones</b>	32%	95	-	0
<b>Sidewalk Improvements and Accessibility</b>	26%	76	13%	3
<b>Street Activation and Event Spaces</b>	19%	56	13%	3
<b>Retail, Restaurants, and Business Variety</b>	14%	41	9%	2
<b>Lighting and Safety Enhancements</b>	13%	37	4%	1
<b>Seating, Benches, and Public Amenities</b>	12%	35	-	0
<b>Aesthetics, Design, and Historical Charm and Interpretation</b>	12%	35	9%	2
<b>Greenery, Trees, and Landscaping</b>	11%	33	18%	4
<b>Connections and Wayfinding</b>	6%	19	9%	2
<b>Cleanliness and Maintenance</b>	4%	11	40%	9
<b>Housing</b>	-	2	13%	3
<b>Total</b>		<b>296</b>		<b>22</b>

Note: Survey n = 316; Open House n = 22.

<sup>4</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

### *Selected quotes*

On the category of **pedestrianization and car-free zones**:

- “Needs to be a pedestrian street. Completely. End to end. Make it more welcoming and connect it through to occidental square.” - *Survey Respondent*
- “More pedestrian focused. It’s definitely not visually pleasing. It feels like a giant alley” - *Survey Respondent*

On the category of **sidewalk improvements and accessibility**:

- “Gaps in sidewalks, more uses on the Occidental side and activation on vacant buildings. The rest of PSQ feels more pedestrian friendly and cozy, Occidental feels more vehicle friendly and open, with very little greenery.” - *Survey Respondent*

On the category of **street cleanliness and maintenance**:

- “feels desolate on non-event days. Pretty dirty especially west side of Occidental outside of the bars” - *Open House Participant*



Table 5: What three words would you like to use to describe the corridor in the future?<sup>5</sup>

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
Safe, Accessible, and Welcoming	36%	113	16%	3
Pedestrian-Focused and Car-Free	34%	104	11%	2
Vibrant, Lively, and Active	25%	76	16%	3
Walkable, Friendly, and Inviting	22%	67	-	0
Fun, Enjoyable, and Celebratory	15%	46	5%	1
Clean, Organized, and Attractive	12%	37	27%	5
Community, Social, and People-Friendly	11%	35	16%	3
Green, Landscaped, and Parklike	7%	21	-	0
Unique, Authentic, and Cultural	5%	17	5%	1
Historic, Traditional, and Charming	5%	14	-	0
<b>Total</b>		<b>310</b>		<b>18</b>

Note: Survey n = 338; Open House n = 21.

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<sup>5</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

#### 4. PROJECT GOALS

Seven project goals were presented to the public for feedback. Participants had an opportunity to share their thoughts on the project goals and suggest additional goals.

##### Responses

Figure 6: These project goals came out of meetings with local stakeholders in 2024 and 2025. Click to share your perspective. (Response numbers vary by goal; survey n=397- n=399; open house n=25- n=33)

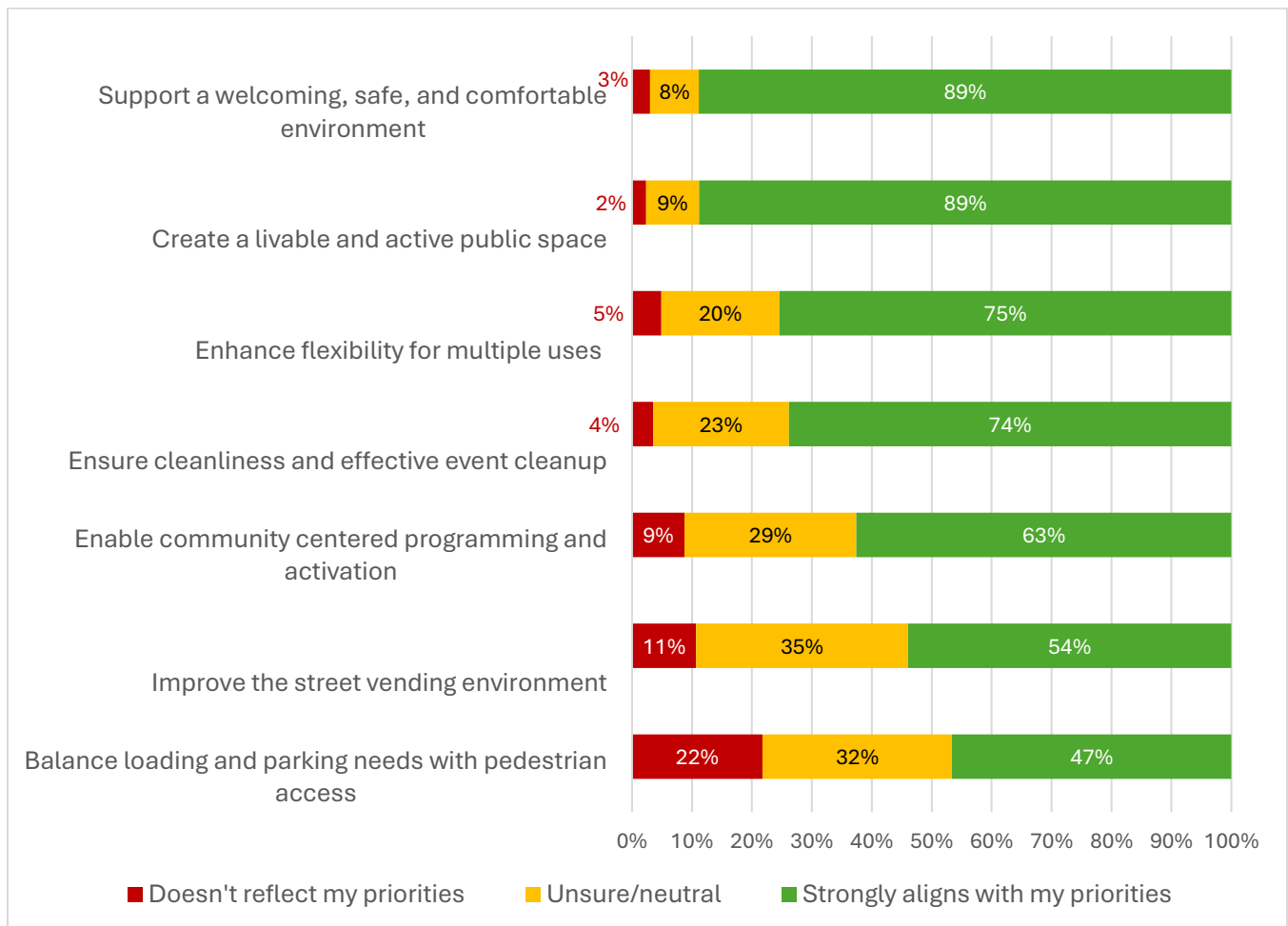


Table 6: What's missing? Is there something you think should be added to the project goals? Share it here.<sup>6</sup>

Write-in Response Categories	Survey %	Survey Count	Open House %	Open House Count
Complete pedestrianization and car restrictions	30%	56	-	0
Enhanced pedestrian experience and accessibility	25%	47	12%	4
Improved safety and security measures	17%	32	15%	5
Bike and scooter management	13%	24	3%	1
Aesthetic and environmental enhancements	11%	21	15%	5
Vendor support and regulation	10%	18	18%	6
Event day management and crowd control	10%	18	3%	1
Support for local businesses and community	9%	17	27%	9
Integration with transit and transportation	6%	12	-	0
Wayfinding and signage improvements	5%	9	-	0
Historic Preservation	1%	1	24%	8
<b>Total</b>		<b>186</b>		<b>33</b>

Note: Survey n = 201; Open House n = 33.

### Selected quotes

On the category of **complete pedestrianization and car restrictions**:

- “You can't create a welcoming, safe, and livable area for pedestrians without closing the area to car traffic. The goal should be to make this area fully pedestrianized. “ - *Survey Respondent*
- “This street should be car-free 100% of the time, with late-night and early-morning access for deliveries to businesses and residents. “ - *Survey Respondent*

On the category of **enhanced pedestrian experience and accessibility**:

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<sup>6</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

- “Create an environment welcoming to individuals with various levels of sensitivity to different stimuli (eg., quiet or low noise spaces).” - *Survey Respondent*
- “Create an environment that is destination worthy that is fun for before and after events beyond drinking.” - *Survey Respondent*

On the category of **support for local community and businesses**:

- “Make sure that residents can come/go easily” - *Open House Participant*

## Near-Term Improvements

### 5. PRIORITIES

Participants were asked about their priorities for near-term improvements, the future character of the street, and programming/activities along the promenade. This section was multiple choice with the option to write-in using an “other” option.

#### Responses

Table 7: How do you typically get to Occidental? Select all that apply.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
Walk	80%	312	29%	15
Ride transit	74%	288	17%	9
Bike (personal)	33%	131	6%	3
Bike or scooter share (rental)	24%	96	11%	6
Taxi or Uber or Lyft	11%	43	7%	4
Drive	17%	68	27%	14
Other	1%	4	2%	1
<b>Total</b>		<b>386</b>		<b>52</b>

Note: Survey n = 386; n = 52.

Table 8: What would improve your arrival experience? Select all that apply. (Multiple choice responses)

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
<b>Continuous walkway</b>	87%	330	50%	13
<b>Bike racks</b>	41%	156	8%	2
<b>Bike or scooter share parking</b>	36%	137	19%	5
<b>Clearly identified parking spots</b>	15%	57	4%	1
<b>Other:</b>	19%	72	19%	5
<b>Total</b>		<b>377</b>		<b>26</b>

Note: Survey n = 377; Open House n = 26.

Table 9: What would improve your arrival experience? Select all that apply. (Write-in responses)<sup>7,8</sup>

Write-in Response Categories	Survey %	Survey Count
<b>Car Restrictions/Removal</b>	34%	23
<b>Improved Pedestrian Experience</b>	28%	19
<b>Bike and Scooter Management</b>	21%	14
<b>Parking and Rideshare Solutions</b>	16%	11
<b>Public Transportation Enhancements</b>	10%	7
<b>Total</b>		<b>67</b>

Note: Survey n = 72.

### Selected quotes

On the category of car restrictions/removal:

- “No parking or car access except for deliveries on non event days” - *Survey Respondent*
- “Cars not being allowed to use it as a road. Make it not go all the way through for cars” - *Survey Respondent*

<sup>7</sup> All open house attendees that responded to this question used the multiple-choice options. See tale 8.

<sup>8</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

On the category of improved pedestrian experience:

- “Remove the bike and scooter stands from the Occidental corridor between King and Royal Brougham. The same is true of pettlecab vendors. The priority for this corridor must be the people WALKING before or after events.” - *Survey Respondent*

On the category of bike and scooter management:

- “Consider thinking bigger with bike storage with bike cages” - *Survey Respondent*
- “I'm an older senior, so when I walk, I don't like bikes and scooters whizzing by me -- it's dangerous cuz I can't get out of the way quickly” - *Survey Respondent*

Table 10: What would help you move comfortably and safely along the corridor? Select all that apply.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
<b>Clear walkway markings</b> Pilot: Painted paths or decals to guide people walking Permanent: High-quality paving	68%	260	24%	21
<b>Safer intersections and crossings</b> Pilot: Painted curb extensions or flex-post bump-outs Permanent: Concrete curb extensions	79%	304	31%	27
<b>Wider spaces for walking</b> Pilot: Planters, cones, or temporary barriers to widen sidewalks Permanent: Expanded sidewalks or redesigned curb lines	90%	347	25%	22
<b>Better wayfinding</b> Pilot: Temporary signs or banners pointing to key destinations Permanent: Permanent directional signage and integrated markers	57%	217	20%	18
<b>Total</b>		<b>382</b>		<b>88</b>

Note: Survey n = 382; Open House n = 88.

Table 11: What would help you move comfortably and safely along the corridor? Select all that apply.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
<b>Improved lighting</b> Pilot: Overhead lighting Permanent: Permanent pedestrian-scale lighting	92%	355	37%	34
<b>More shade and greenery</b> Pilot: Movable planters or modular shade structures Permanent: Planted street trees, built-in planters, or canopy structures	84%	325	25%	23
<b>Seating along the street</b> Pilot: Temporary benches, chairs, or seating pads Permanent: Integrated benches and perch areas	69%	268	21%	19
<b>Art along the corridor</b> Pilot: Temporary murals, banners, or light-based pop-ups Permanent: Installed murals, sculptures, or interactive art	57%	219	16%	15
<b>Total</b>		<b>385</b>		<b>91</b>

Note: Survey n = 385; Open House n = 91.

Figure 7: Images were included with the response options for the near-term features questions. The most popular near-term features in tables 10 and 11 above were paired with the following images.

**Improved lighting (389 votes)**



**Wider spaces for walking (369 votes)**



**More shade and greenery (348 votes)**



## Experience

Participants were asked about whether they would like seating, lighting and art along the corridor. For each feature, they had the option of saying they liked it, they loved it, they could live with it, or they didn't want it at all. They were also asked to choose from four different styles of each furnishing type. This section was multiple choice.

### Responses

Figure 8: Do you want seating on Occidental?

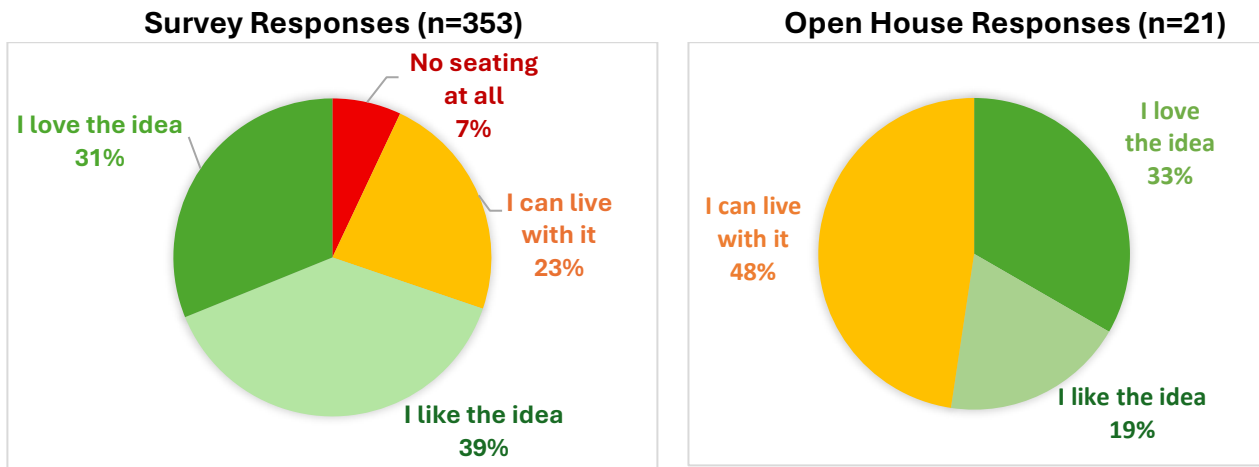


Figure 9: Do you want lighting on Occidental?

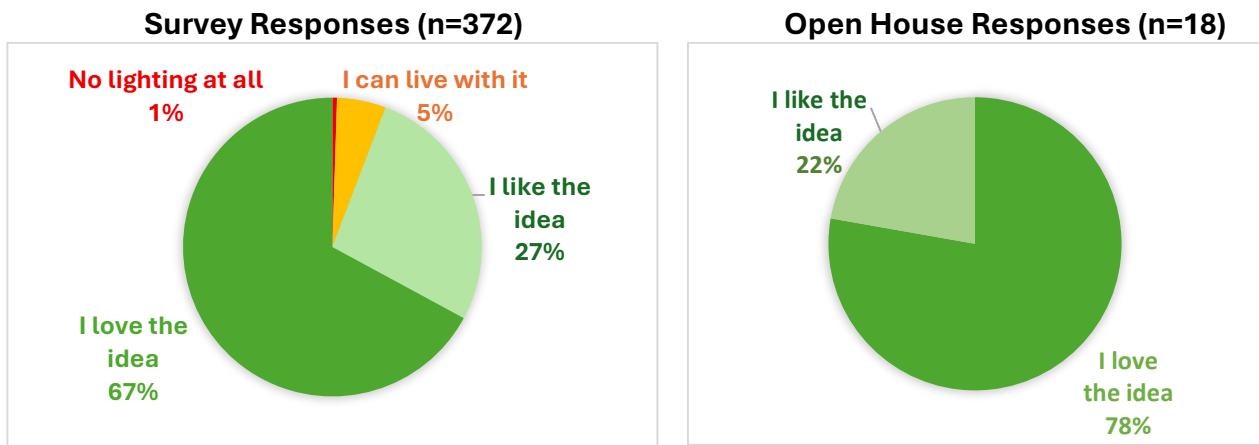


Figure 10: Do you want public art on Occidental?

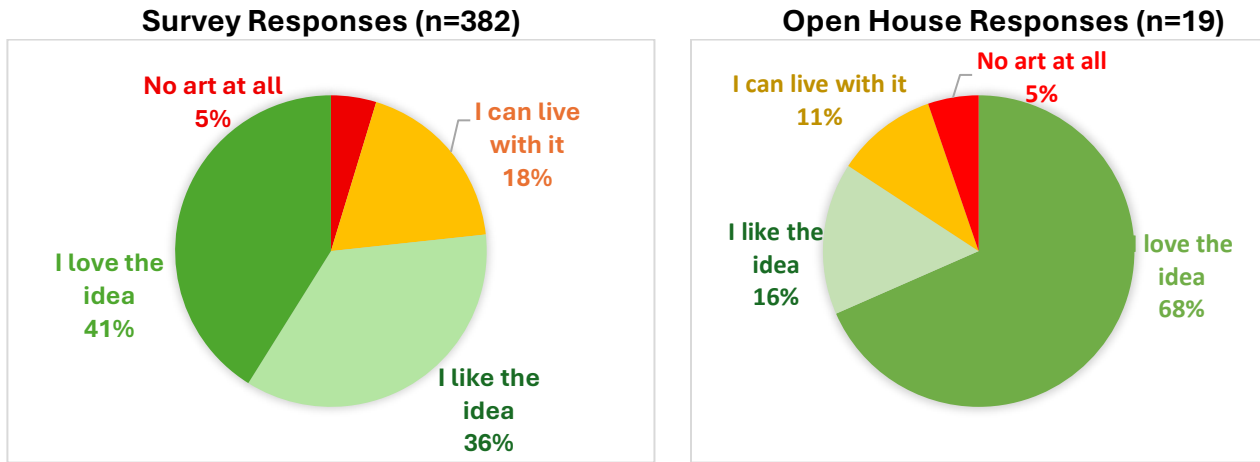


Table 12: What kind of seating would make Occidental feel enjoyable? Select one.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
Functional and interesting Places to perch, lounge, or move around	28%	100	25%	13
Convenient and plentiful Lots of easy places to sit	21%	75	14%	7
Cozy and comfortable Places to relax, rest, and stay awhile	21%	75	35%	18
Social and flexible Seating for groups and conversation	29%	103	25%	13
<b>Total</b>		<b>353</b>		<b>51</b>

Note: Survey n = 352; Open House n = 51.

Table 13: What kind of lighting would make Occidental feel welcoming at all hours? Select one

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
<b>Warm and inviting</b> <b>Soft lighting that feels comfortable and safe</b>	62%	230	47%	29
<b>Subtle and strategic</b> <b>Lighting that highlights pathways and key features without being overwhelming</b>	22%	81	26%	16
<b>Artistic and expressive</b> <b>Lighting that adds personality, color, or visual interest</b>	10%	36	15%	9
<b>Bright and active</b> <b>Lighting that energizes and supports activity</b>	6%	23	13%	8
<b>Total</b>		<b>370</b>		<b>62</b>

Note: Survey n = 370; Open House n = 62.

Table 14: What type of public art would make Occidental meaningful to you? Select one

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
<b>Rotating and ever-changing</b> <b>Murals or installations that evolve over time or with the occurring event</b>	33%	119	33%	23
<b>Bold and iconic</b> <b>Statement pieces that become memorable landmarks</b>	24%	87	26%	18
<b>Community-created</b> <b>Pieces that reflect local voices and stories</b>	22%	80	23%	16
<b>Interactive and playful</b> <b>Art you can touch, move through, or engage with</b>	21%	76	19%	13
<b>Total</b>		<b>362</b>		<b>70</b>

Note: Survey n = 362; Open House n = 70.

Figure 11: Participants had the opportunity to choose their favorite type of art, seating and lighting. The following styles were most popular among **open house participants**.

**Rotating and ever-changing public art**



**Cozy and comfortable seating**



**Warm and inviting lighting**



Figure 12: Participants had the opportunity to choose their favorite type of art, seating and lighting. The following styles were most popular among **survey participants**.

**Rotating and ever-changing public art**



**Social and flexible seating**



**Warm and inviting lighting**



## Activity and Interaction

Participants were asked what kind of activities or events they would like to take place along the street, as well as how they would like to use the street on a future non-event day. This section had a combination of multiple choice and write in questions.

### Responses

Table 15: What kind of activities would make this space feel welcoming on an average day? Select all that apply.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
Surprise-and-delight events, like pop-up installations	43%	153	35%	13
Reoccurring events, like food & vendor markets	94%	338	65%	24
<b>Total</b>		<b>491</b>		<b>37</b>

Note: Survey n = 356; Open House n = 37.

Table 16: If you were to host a “corridor takeover,” what would you do in the space? Select all that apply.

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
Pop-up beer garden	61%	215	25%	10
Free concert series or pop-up theater	84%	299	33%	13
Corridor catwalk fashion show	22%	77	18%	7
<b>Total</b>		<b>591</b>		<b>40</b>

Note: Survey n = 353; Open House n = 40.

Table 17: If you were meeting a friend here on a non-game day, what would you hope to do together?<sup>9</sup>

Multiple Choice Response Options	Survey %	Survey Count	Open House %	Open House Count
Food and Drinks from Local Vendors	72%	186	36%	4
Outdoor Seating and Socializing	31%	80	-	0
Shopping at Local Businesses	16%	41	9%	1
Walking and Exploring the Area	16%	40	18%	2
Live Music and Entertainment	14%	35	18%	2
Art and Cultural Experiences	13%	34	18%	2
Relaxation and People Watching	10%	26	-	0
Safe and Pedestrian-Friendly Environment	7%	17	-	0
Community Events and Markets	6%	15	18%	2
Connection to Waterfront and Other Neighborhoods	2%	6	-	0
<b>Total</b>		<b>258</b>		<b>11</b>

Note: Survey n = 278; Open House n = 15.

<sup>9</sup> This question asked for an open-ended response, allowing respondents to answer in their own words. The resulting survey text was categorized by a Large Language Model (LLM)/Artificial Intelligence (AI), with assignment to categories verified by MIG staff. In person responses were categorized by MIG staff.

## *Selected Quotes*

On the category of **food and drink from local vendors**:

- “Beer + concert at local venue” - *Open House Participant*
- “Get a lil cafesito, buy some tchotchkes from a local vendor, sit and people watch.” - *Survey Respondent*

On the category of **outdoor seating and socializing**:

- “I would love to enjoy this as an expansion of art walk, potentially serving as a pre- or post-art walk gathering space in an outdoor beer garden or streetery” - *Survey Respondent*
- “Sit outside and eat takeout or chat over coffee. Take a detour through the street on our way somewhere because it's so pretty (we do this on the part of Occidental further north already)”

On the category of **shopping at local businesses**:

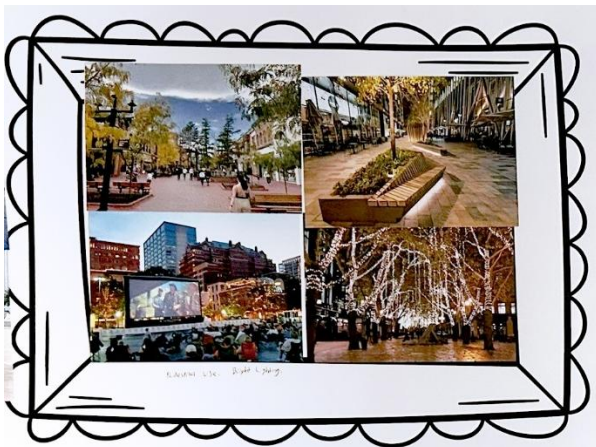
- “Shop at small local businesses, make art, listen to live music” - *Survey Respondent*

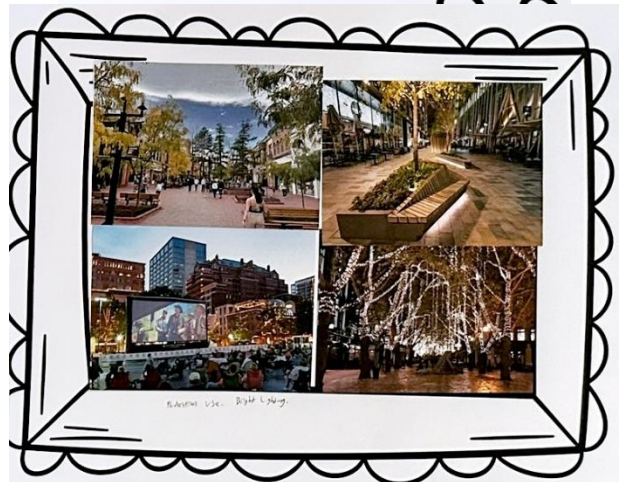
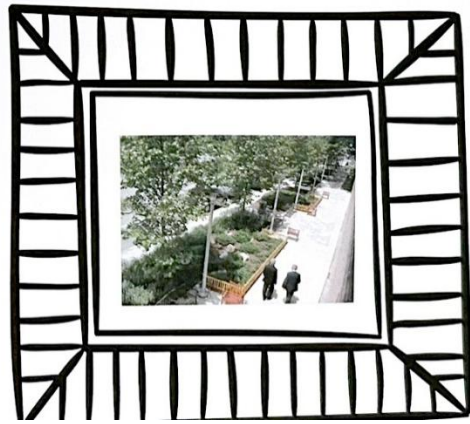
## Collage Image Boards

Open House participants had the opportunity to create collaged image boards.

### Responses

Figure 13: Use the images on the table to create a collage or write in the frames to describe your vision for Occidental Promenade.





## Survey demographics

Survey respondents had the option to share demographic data. 275 respondents opted in to the demographic question. These are their responses:

Table 18: What is your age?

Multiple Choice Response Options	Survey %	Survey Count
<b>18 or under</b>	0%	0
<b>19-24</b>	3%	8
<b>25-34</b>	37%	101
<b>35-44</b>	33%	90
<b>45-54</b>	16%	44
<b>55-64</b>	7%	19
<b>65+</b>	4%	12
<b>Prefer not to say</b>	0%	1
<b>Total</b>	<b>100%</b>	<b>275</b>

Note: Survey n = 275.

Table 19: What race or ethnicity do you consider yourself?

Multiple Choice Response Options	Survey %	Survey Count
American Indian or Alaskan Native	1%	3
Asian	8%	23
Pacific Islander / Native Hawaiian	0%	1
Black or African American	3%	7
Middle Eastern or North African	1%	2
White	70%	191
Hispanic / Latino	7%	18
More than one race or ethnicity	7%	20
Another race or ethnicity	1%	2
Prefer not to say	3%	7
<b>Total</b>	<b>100%</b>	<b>274</b>

Note: Survey n = 274.

Table 20: What is your average household income?

Multiple Choice Response Options	Survey %	Survey Count
Less than \$30,000	5%	14
\$30,000 - \$49,000	3%	9
\$50,000 - \$74,999	8%	21
\$75,000 - \$99,999	12%	34
\$100,000 - \$124,999	12%	33
\$125,000 - \$149,999	12%	32
\$150,000 or more	41%	113
Prefer not to say	7%	18
<b>Total</b>	<b>100%</b>	<b>274</b>

Note: Survey n = 274.

Table 21: How do you identify your gender?

Multiple Choice Response Options	Survey %	Survey Count
<b>Man</b>	55%	152
<b>Woman</b>	36%	100
<b>Non-Binary</b>	6%	17
<b>Prefer not to say</b>	2%	5
<b>Total</b>	<b>100%</b>	<b>543</b>

Note: Survey n = 543.