



COLLINS / ARAPAHO TOD & INNOVATION DISTRICT STUDY

PUBLIC OUTREACH SUMMARY

INTERFACE STUDIO
NINIGRET PARTNERS
BIG RED DOG ENGINEERING

Public outreach by the numbers

4 Tours

6 Announcements in Richardson Today & Week in Review

25 Interviews

82 Open House participants

135 DART Station Pop-Up participants

154 Office Pop-Up participants

927 Surveys

2,600 Postcards

5,698 Next Door accounts

Key takeaways

(from open house, pop-ups and survey)

- > 9 out of 10 residents surveyed moved from somewhere else.
- > Affordability and location (close to home/work) are the top reasons residents and business owners chose to locate in Richardson and the study area.
- > People drive a lot, but walkability is also important for residents and workers, who would like to drive less if it was easier and safer to do so.
- > People want to see MORE things to do and a VARIETY of working spaces.
- > Greening and open space are desired to improve the look and feel of the District.
- > The Station area is seen as an opportunity for a mix of uses and better transit.

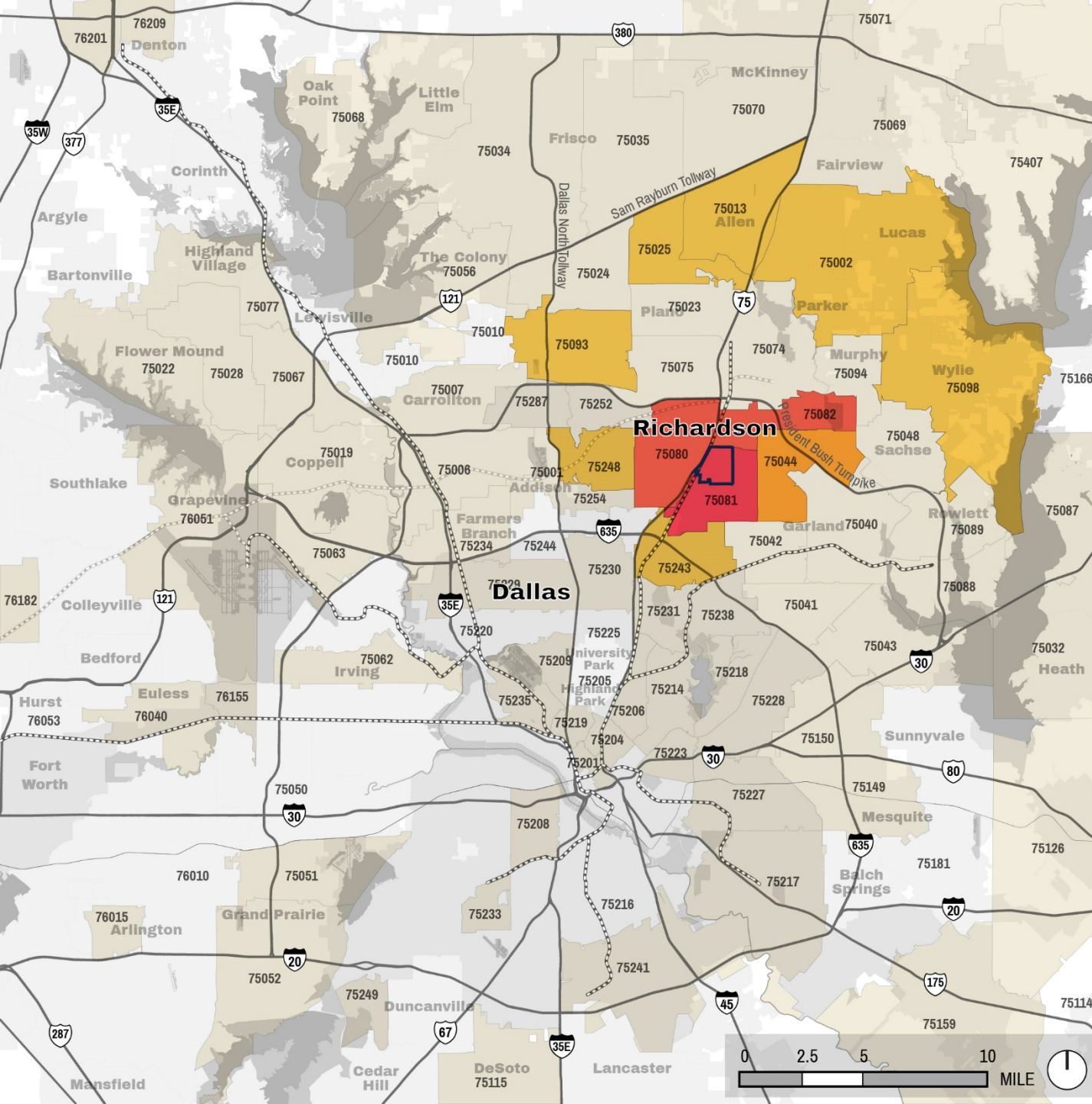
What zipcode do you live in?

All Participants
927

STUDY AREA

- 1 - 9
- 10 - 25
- 26 - 50
- 51 - 100
- 101 - 200
- 201 - 258

64%
OF SURVEY PARTICIPANTS
LIVE IN RICHARDSON

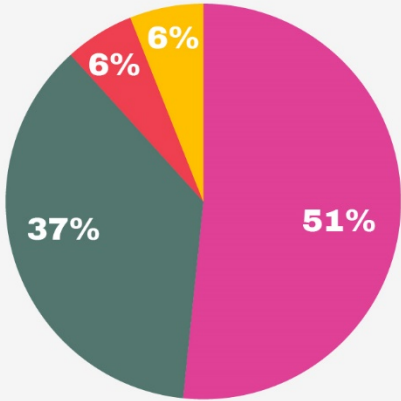


SURVEY

All Participants

Total Responses: 927

Who took the survey?



- I LIVE IN RICHARDSON AND DON'T WORK OR OWN A BUSINESS IN THE STUDY AREA** (472 responses)
- I WORK IN THE STUDY AREA** (348 responses)
- I OWN A BUSINESS IN THE STUDY AREA** (52 responses)
- NONE OF THE ABOVE BUT INTERESTED IN THE STUDY AREA** (55 responses)

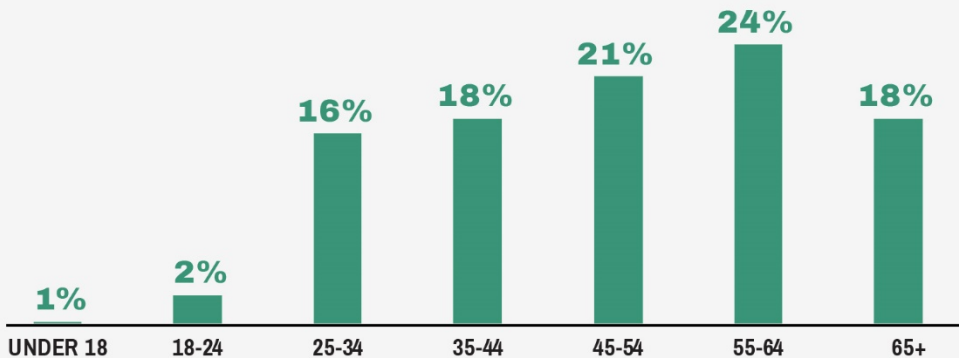


37%
of respondents work
in study area.

51%
of respondents live in
Richardson but do not
work in study area.

74%
of respondents have
Bachelor's Degree or
higher.

How old are you?

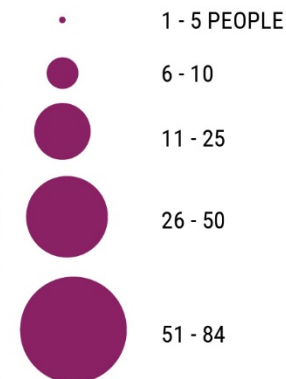


More than 1/3
of respondents are
between 25 and 44.

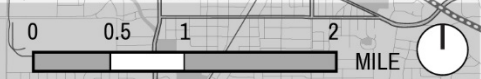
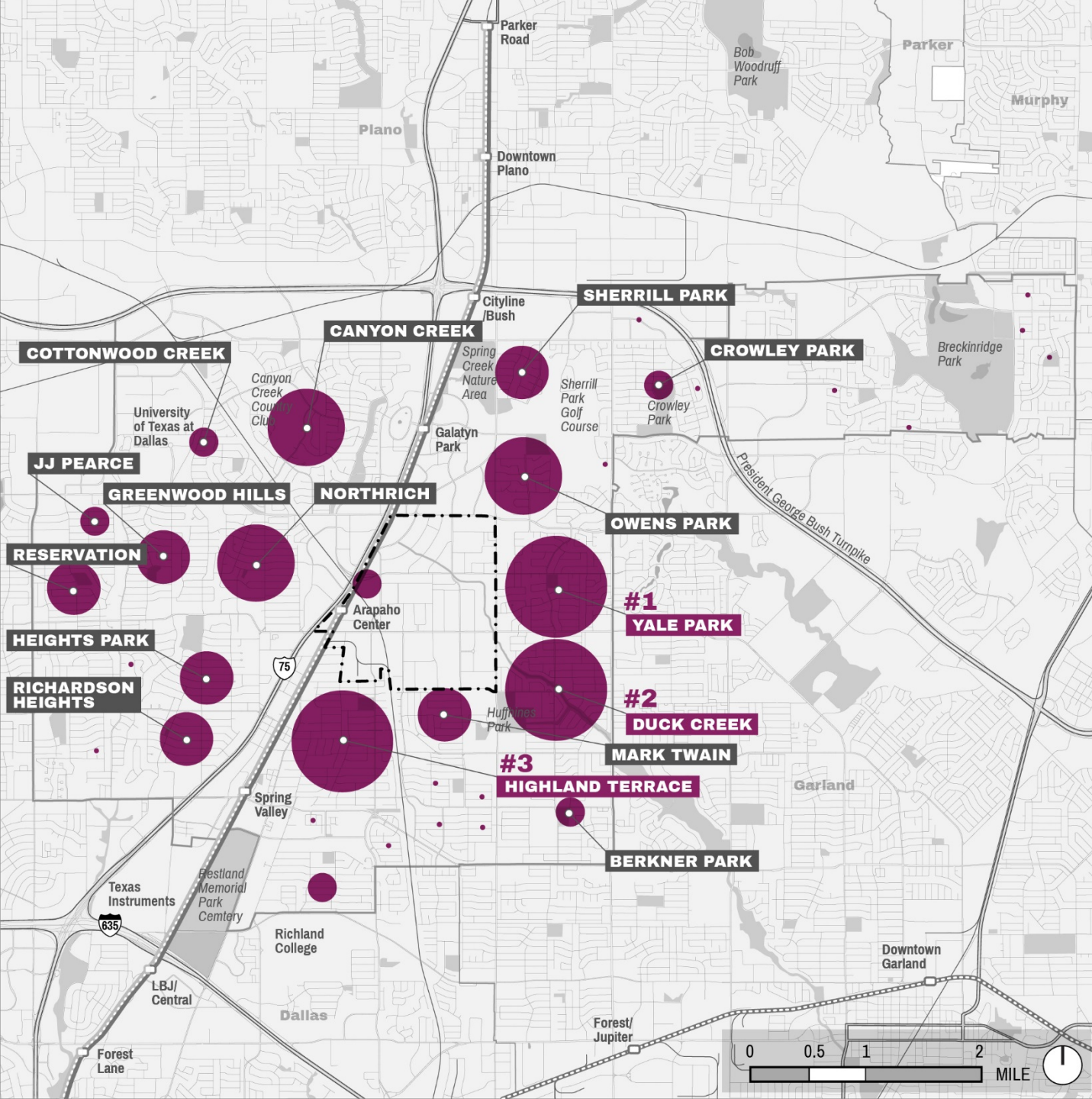
Richardson Residents

Richardson Residents
560

 STUDY AREA BOUNDARY



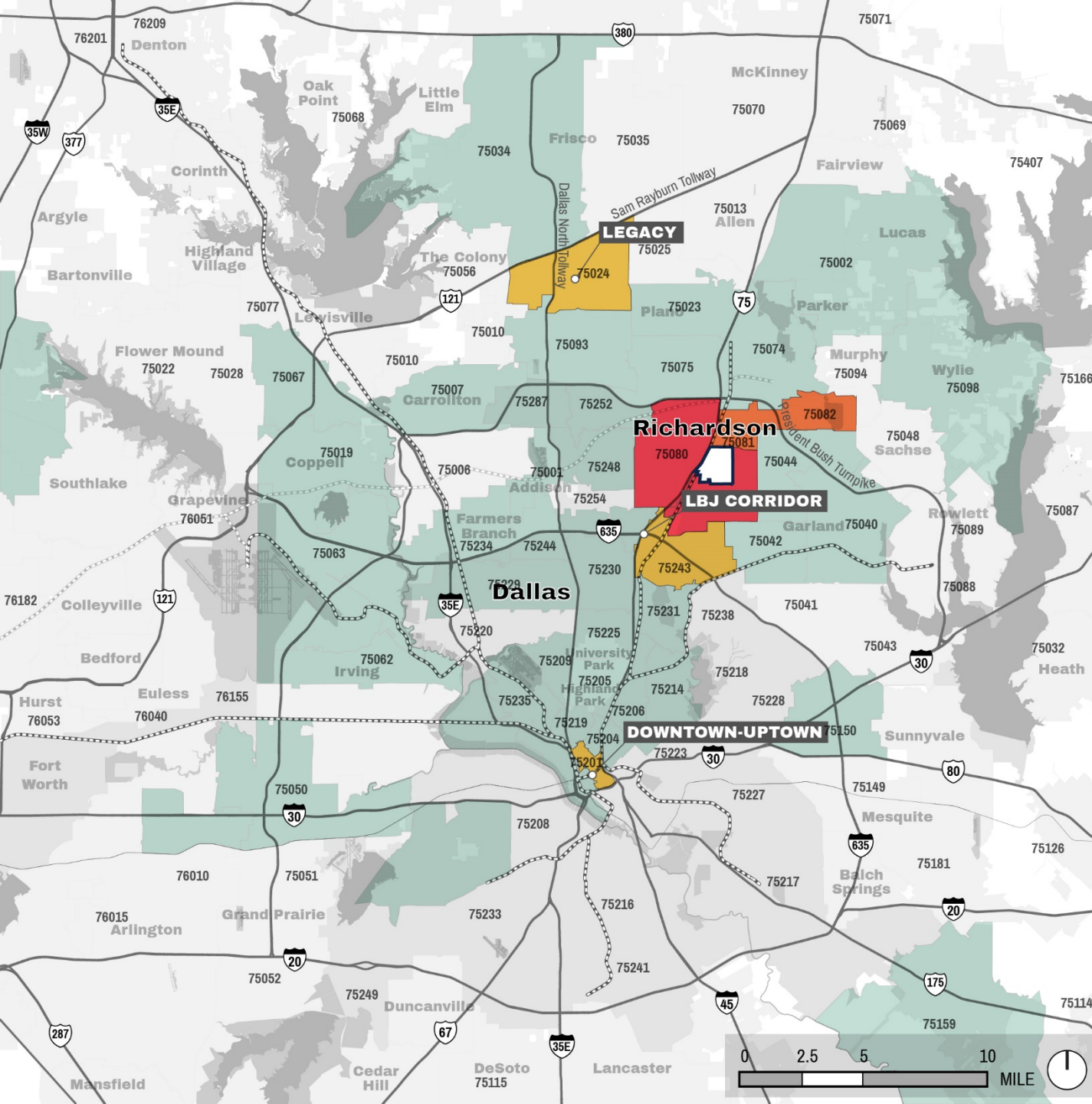
27%
OF PEOPLE WHO WORK
OR OWN A BUSINESS
IN RICHARDSON ALSO
LIVE IN RICHARDSON



What zipcode do you work in?

Participants: 472

- People who live in Richardson but do not work or own a business in the study area



- STUDY AREA
- 1 - 9
- 10 - 25
- 26 - 50
- 50 - 66

47%
WORK IN RICHARDSON

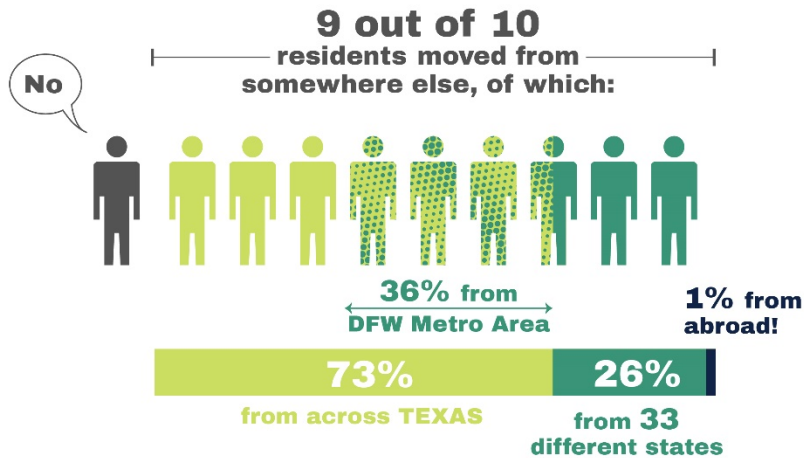


Why did you decide to live in this neighborhood?



Those who work or own a business in the study area, selected being close to work as their top choice.

Did you move from somewhere else?



What do you like best about your neighborhood? (choose 3)



What do you dislike most about your neighborhood? (choose 3)

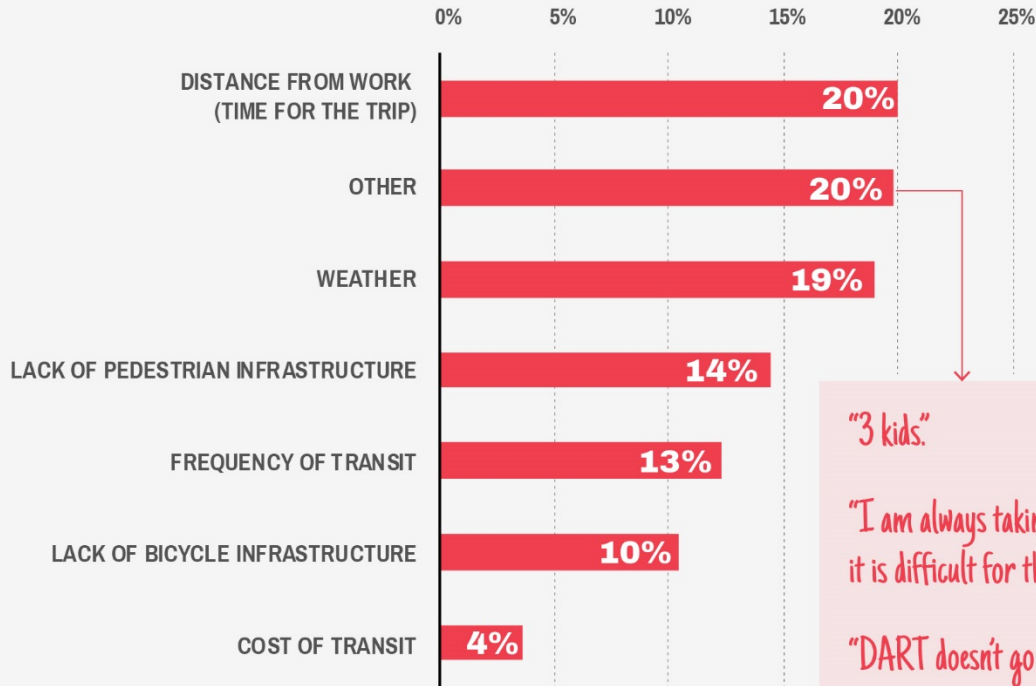


SURVEY

Richardson Residents

Total Responses: 560

What prevents you from driving your car less often?



84%
of survey respondents
own at least 2 cars.

55%
said they are
interested in driving
less often.

"3 kids."

"I am always taking my children somewhere and it is difficult for them to walk long distances."

"DART doesn't go where I need to go."

"The places I want to go are scattered and distant."

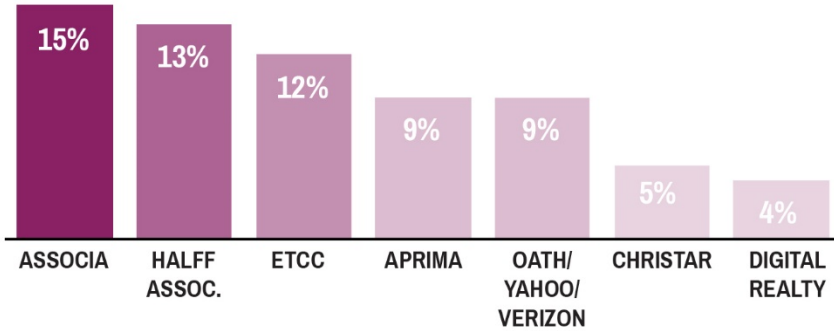
"It gets hot in Texas"

"No showers at work"

"Public transit doesn't go where I go and it takes too much time."

Where do you work?

(Showing places with 10 or more responses.)



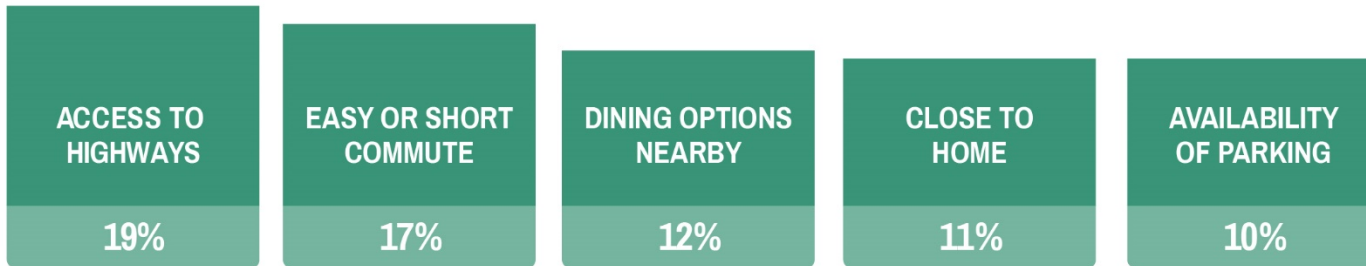
What industry do you work in?



What do you like the most about your job?

(choose 3)

Top 5 »



SURVEY

Study Area Workers

Total Responses: 348

What do you dislike the most about your job? (choose 3)

Top 5

LACK OF ACCESS TO RETAIL / STORES AND SERVICES



LACK OF PARKS, TRAILS, AND OPEN SPACE



LIMITED DINING OPTIONS NEARBY



DIFFICULT TO WALK AROUND



AREA IS NOT CLEAN OR ATTRACTIVE

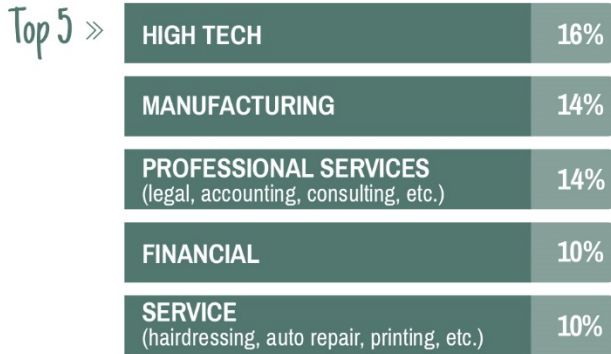


SURVEY

Business Owners

Total Responses: 52

What industry is your business?



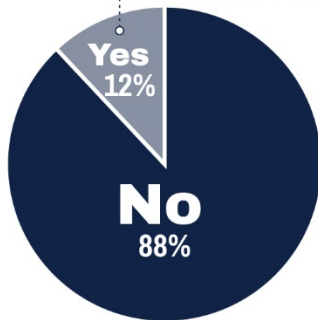
Main reasons you decided to open business here? (check all that apply)



53%
of business owners
have 10 or less
employees.

96%
of business owners
rate Richardson
“Good” or “Excellent”
as a place to do
business.

Do you find it difficult to recruit people to this location?

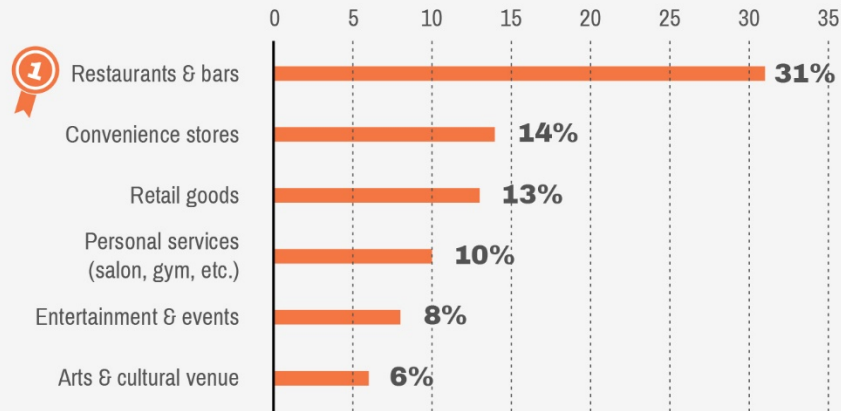


“The quality of Glenville Road makes it appear like a run down neighborhood.”

“Currently working out of our garage, and would like to move to an affordable space so we can hire employees.”

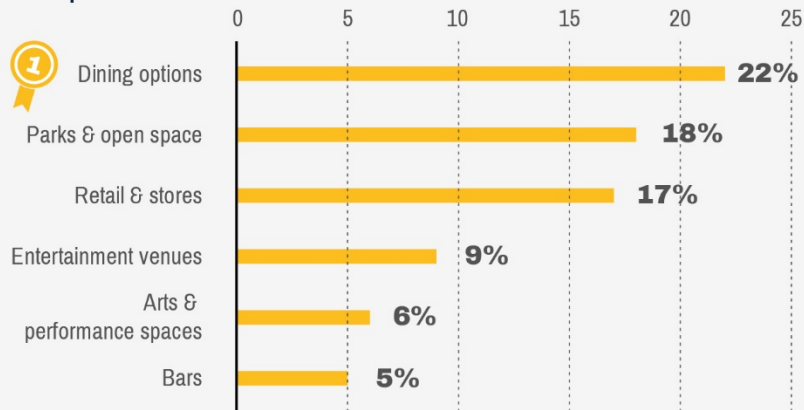
88%
of business owners
said they don't have
difficulty recruiting.

What types of **businesses or activities** do you patronize in the study area?
 (Choose up to 3)



▶▶▶ **Restaurants & bars** was the top choice of business patronized in the study area across all participants.

What types of **development or activity** would you most like to see more of in the study area? (Choose up to 3)



▶▶▶ **Dining options** was the most voted activity participants would like to see.

▶▶▶ **Manufacturing & light industrial space** was the third most voted activity business owners would like to see.

Open house



Open house



Brainstorming



STARTech is city-owned and an opportunity for early action. What should we do with it?

Share your thoughts here below!

WE SHOULD...

- TRANSFORM DUCK CREEK INTO AN AMENITY ARTS FACILITY (studio space, teaching space, gallery and performance space)
- CO-WORKING SPACE W/ FOOD SERVICE/W/
- PRIVATIZE IT / SELL TO PRIVATE OWNER / CHAMBER OF COMMERCE / BUSINESS DEVELOPMENT
- WORK W/ DUCK CREEK AS A PARTNERSHIP / INNOVATION CENTER

Brainstorming



The Arapaho Center Station is ripe for transit-oriented development, but what is the mix?

Use your sticker to weigh in on the development mix.



If you
ARTS



Office pop up



Office pop up



DART Station pop up



District Identity



Take a card, fill in the blanks & place your card in the box!

Krispy Kreme DOUGHNUTS
DONUTS & COFFEE SINCE 1937
JOIN THE FUN AT KrispyKreme.com
GET SWEET E-MAILS FROM US [Facebook.com/krispykreme](https://www.facebook.com/krispykreme)
[FACEBOOK.COM/KRISPKREME](https://www.facebook.com/krispykreme)

Help determine the FUTURE TELECOM CORRIDOR

Help determine the FUTURE TELECOM CORRIDOR

District Identity

How do you get to the station, and how long does it take?

When you get off the train or bus, how far are you from your destination and how do you get there?

What would make this trip easier?

Can you sketch a way to solve your problem?

DART Alvarado Center Station

DART Station pop up

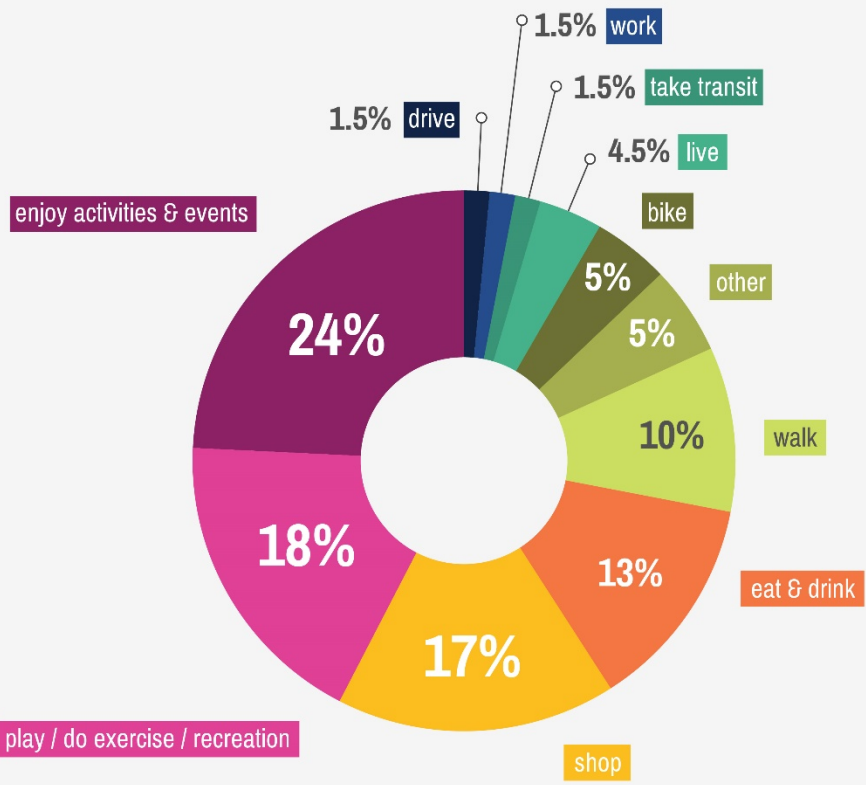


OPEN HOUSE & OFFICE POP-UPS

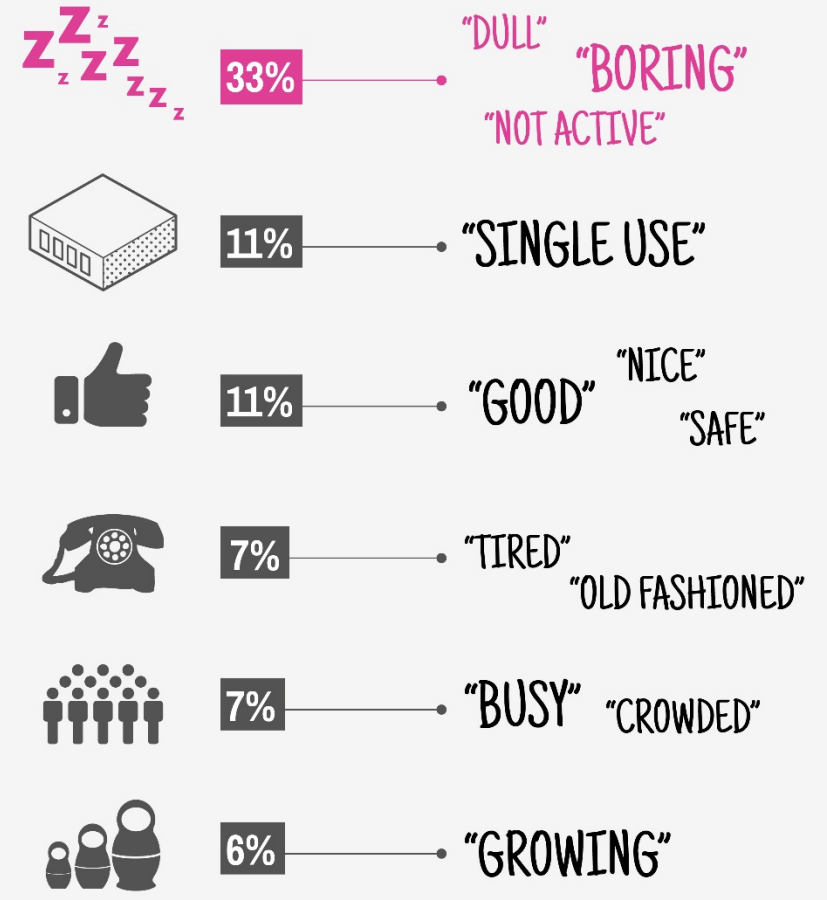
District Identity

Total Responses: 152

"I WISH I COULD _____ IN THE DISTRICT"



"THE DISTRICT TODAY IS _____"



OPEN HOUSE & OFFICE POP-UPS

District Identity

Total Responses: 152

"I WISH THE DISTRICT WAS MORE / HAD MORE _____"



39%

"LIVELY"



13%

"ACCESSIBLE"



11%

"GREEN"



9%

"SHOPPING & DINING"



8%

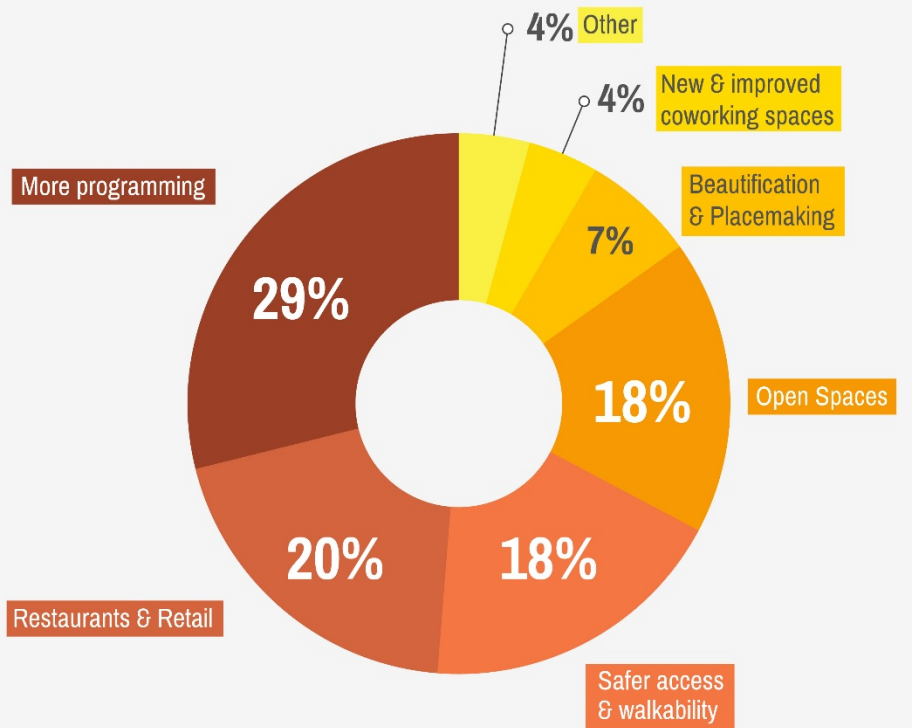
"VISUALLY APPEALING"



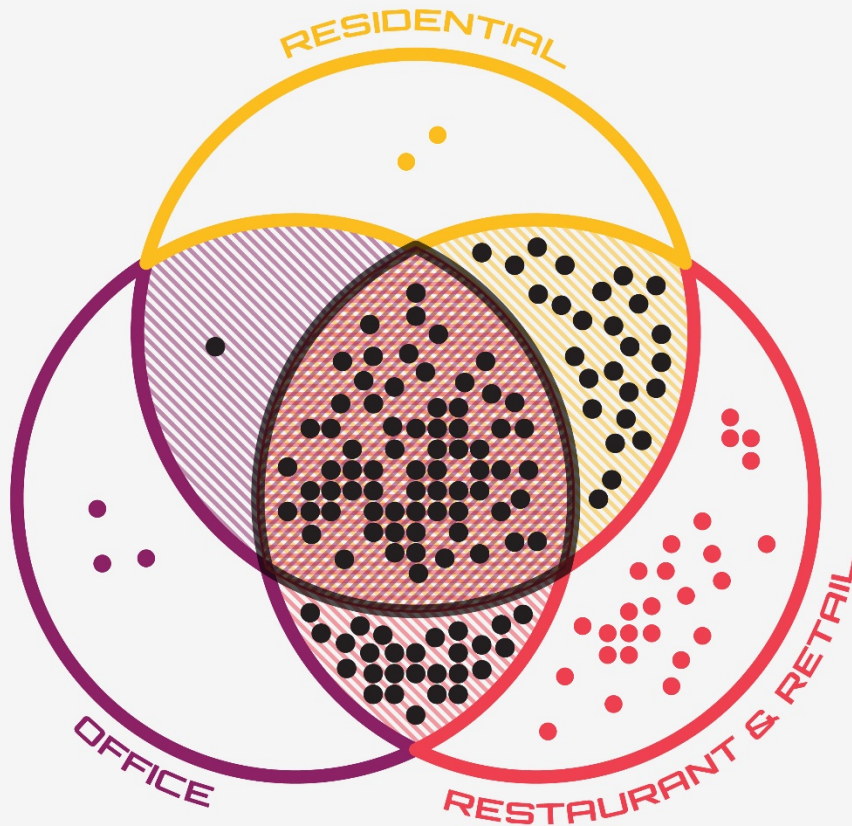
5%

"FAMILY FRIENDLY"

"OTHER THINGS I'D LIKE TO SEE"



THE ARAPAHO CENTER STATION IS RIPE FOR TRANSIT-ORIENTED DEVELOPMENT, BUT WHAT IS THE MIX?



▶▶ **45%** of participants think the Arapaho Center Station should have a **combination of all uses.**

17% believe the station should be a mix of **office & retail** development, making it the second most voted option.

16% of participants voted for a mix of **retail & residential**, while other **16%** prefer **retail only**.

OPEN HOUSE & OFFICE POP-UPS

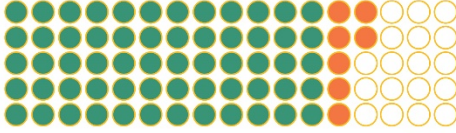
Thumbs Up, Thumbs Down

Total Responses: 158

Top 10 IDEAS



1

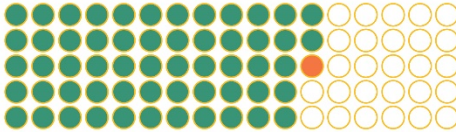


Food Trucks

60
7



2

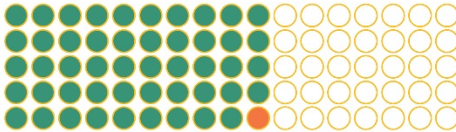


Farmers Market

57
1



3



Shade Structure

49
1



4

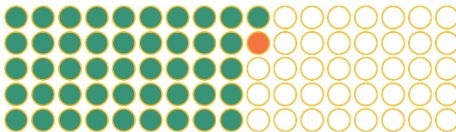


Off-Street Bicycle Path

49
3



5



Night Market

46
1



6

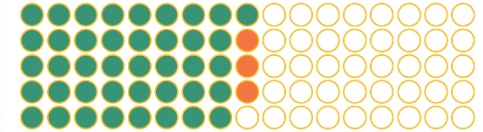


Beer Garden

45
13



7

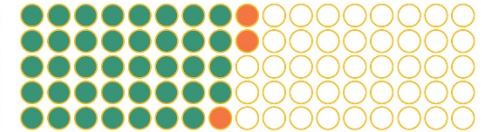


Sidewalk/Median Tree Canopy

41
3



8

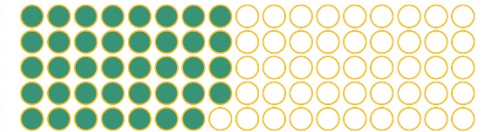


Art

41
3



9

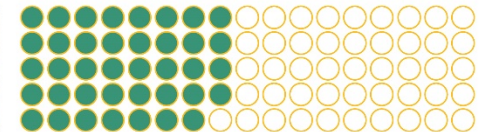


Family-Friendly Activities

39
0



10



Recreation

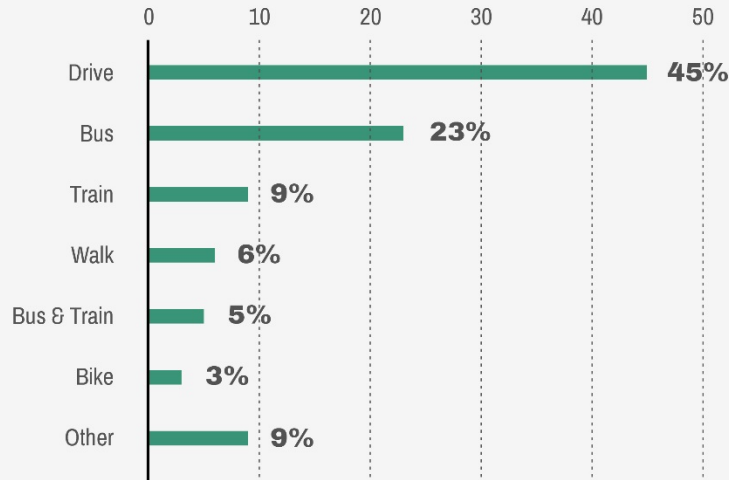
39
0

DART STATION POP-UP

Commuting Habits

Total Responses: 135

TRAVEL MODE TO ARAPAHO CENTER STATION?



TRAVEL TIME TO ARAPAHO CENTER STATION & TO DESTINATION?



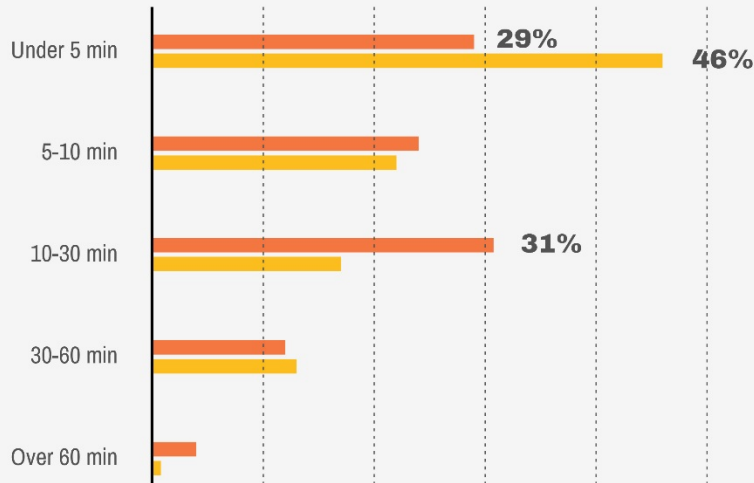
10-30 min

Is the average travel time for commuters to Arapaho Center Station



<5 min

Is the average travel time for commuters from the DART Station to their final destination.



TRAVEL MODE FROM FINAL STATION TO DESTINATION?

▶▶ **72%** of commuters walk from their final station to their destination.

19% of commuters take the bus.

WHAT WOULD MAKE YOUR COMMUTE EASIER?

▶▶ **37%** of commuters believe their commute is already easy enough.

20% would like transit to be more reliable, and closer or more direct.