



Fourth Street Business District Customer Survey August 2014

The residents of the Village of Los Ranchos are fortunate to have a range of eclectic businesses along Fourth Street within the Village. Some of these businesses meet local needs, and others draw customers from throughout the metro area. Residents are able to meet many of their needs for goods and services in the Village but have to shop elsewhere for some items.

The Village is preparing a revitalization plan for Fourth Street during the Fall of 2014. We want to know what you think about Fourth Street and how we can improve this important business district for the future. You can fill in this paper survey, drop it off at the Village Hall or mail it back. Or you can take the survey online through the Village web site at www.losranchosnm.gov.

1. On average in a typical week, how often do you travel on Fourth Street?

- Several times per day At least once per day Two or three times per week Once per week

2. How often do you patronize businesses on Fourth Street in the Village?

- Daily A few times per month I don't shop at the businesses on Fourth Street
 Two or three times per week Once per month
 Once per week A few times per year
 Comment: _____

3. Please tell us the types of businesses that you shop at or buy services from? Check all that apply.

- Antique store Hardware store Entertainment
 Art Gallery Health food store Massage therapist
 Accounting services Gym Counseling
 Day care Gas station Medical services
 Legal services Salon or spa Prescriptions/health products
 Auto repair shop Restaurant / bar Package liquor
 Auto Parts Bakery
 Pet related goods and services (veterinarian, boarding, pet supplies, etc.)
 Other (please specify): _____

4. In your opinion, Fourth Street would benefit from more of which of the following types of businesses? Check as many as apply.

- | | | |
|--|--|--|
| <input type="checkbox"/> Antique store | <input type="checkbox"/> Hardware store | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Art Gallery | <input type="checkbox"/> Health food store | <input type="checkbox"/> Massage therapist |
| <input type="checkbox"/> Accounting services | <input type="checkbox"/> Gym | <input type="checkbox"/> Counseling |
| <input type="checkbox"/> Day care | <input type="checkbox"/> Gas station | <input type="checkbox"/> Medical services |
| <input type="checkbox"/> Legal services | <input type="checkbox"/> Salon or spa | <input type="checkbox"/> Prescriptions/health products |
| <input type="checkbox"/> Auto repair shop | <input type="checkbox"/> Restaurant / bar | <input type="checkbox"/> Package liquor |
| <input type="checkbox"/> Auto Parts | <input type="checkbox"/> Bakery | |
| <input type="checkbox"/> Pet related goods and services (veterinarian, boarding, pet supplies, etc.) | | |
| <input type="checkbox"/> Other (please specify): _____ | | |

5. What goods and services do you routinely buy that are not available in the Village of Los Ranchos?

6. List the four geographic areas or shopping centers outside of the Village where you shop the most for these goods and services.

- 1) _____ 3) _____
- 2) _____ 4) _____

7. If there were more opportunities for small business development in the Village, would you like to work at or start a business along Fourth Street?

- Yes I am already a business owner in the Village (includes property owners and self-employed)
- No Other (please specify): _____

8. Tell us about your experience walking along Fourth Street? Check all that apply.

- I drive to businesses on Fourth Street when I shop there.
- I drive to Fourth Street, but park and walk to more than one business.
- I park and walk at the Osuna and Fourth intersection, but drive to other businesses.
- I walk from my house to Fourth Street to shop.
- I walk along Fourth Street to work.
- I or members of my family walk along Fourth Street to school.

Comments: _____

9. What amenities would make walking more enjoyable? Check all that apply.

- More trees on the street
- Nicer sidewalks
- More ways to cross the street
- Pedestrian-friendly sidewalks and crossings
- Trails separated from the traffic
- Small parks or green spaces
- Civic space, like a plaza
- Places to sit
- Other (please specify: _____)

10. What traffic related problems have you experienced on Fourth Street, and what suggestions do you have for solving these traffic related problems?

11. How to you feel about the parking on Fourth Street?

- Plenty of parking is available at the businesses where I shop.
- I prefer to park at businesses that have a parking lot rather than street parking.
- If there were street parking, I would prefer that to a parking lot.
- There is not enough parking where I shop.

Comments: _____

12. The Village is working on a revitalization plan for Fourth Street during the Fall of 2014. Which of the following things would you like to have on Fourth Street in the future? Check as many as apply.

- Better transit service
- Better bus stops
- Bike lanes
- A historical theme
- Faster traffic
- Better directional signage
- Other (please specify): _____
- More convenience shopping
- More restaurants
- A rural theme
- Slower traffic
- Community events and activities
- Specialty fairs or art crawls (arts/crafts, antiques, holiday)
- A farmer's market
- Government services
- More housing choices

13. If you would like to see additional housing choices along Fourth Street, what types of housing would you support? Check all that apply

- Single family subdivisions
- Townhouses
- Condominiums
- Small apartment complexes
- Larger apartment complexes
- Other (please specify): _____

14. On a scale of one to ten, how important is it to you to have successful businesses on Fourth Street? Circle your choice.

- ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

15. What other improvements or new business types do you think would improve the Fourth Street business district?

The following questions will help us better assess the community's needs and wants along Fourth Street.

16. What is your age?

- Under 20 21-44 45-64 65+

17. How many people are in your household? _____

18. How many children under 18 are in your household? _____

19. How long have you lived in the Village? _____

20. What are the main cross streets near you home? _____

If you would like to stay informed about the progress of the Fourth Street Revitalization Plan, let us know your contact information below.

Name: _____

Address: _____

Phone: _____

Email: _____