



DOWNTOWN DETROIT ENGAGEMENT SURVEY

Goals, Insights and Next Steps

JULY 2020



**DOWNTOWN
DETROIT
PARTNERSHIP**



**DOWNTOWN
DETROIT
PARTNERSHIP**
Parks + Public Spaces



ENGAGEMENT SURVEY GOALS

- 1 Proactively engage with our community, members, and stakeholders during the pandemic to learn how DDP can help
- 2 Use survey results to inform DDP strategy and services as part of Downtown's COVID-19 recovery plan
- 3 Collect results to compare and contrast over time to analyze Downtown's recovery progress
- 4 Receive real-time data and feedback to inform safety protocols and guidelines in the Parks + Public Spaces
- 5 Receive real-time insights on the current economic climate as well as visitor / customer preferences
- 6 Share results as a resource to the Detroit community, helping navigate this challenging time together



DEMOGRAPHICS / KEY BACKGROUND



Survey was open from May 20th through June 20th 2020



530+ responses submitted

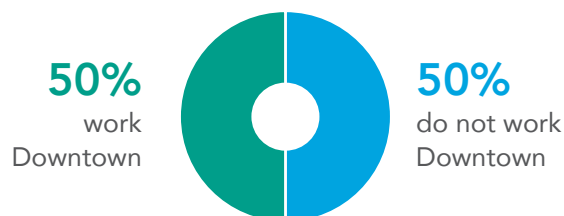


All age groups represented: 18 and under to 65+

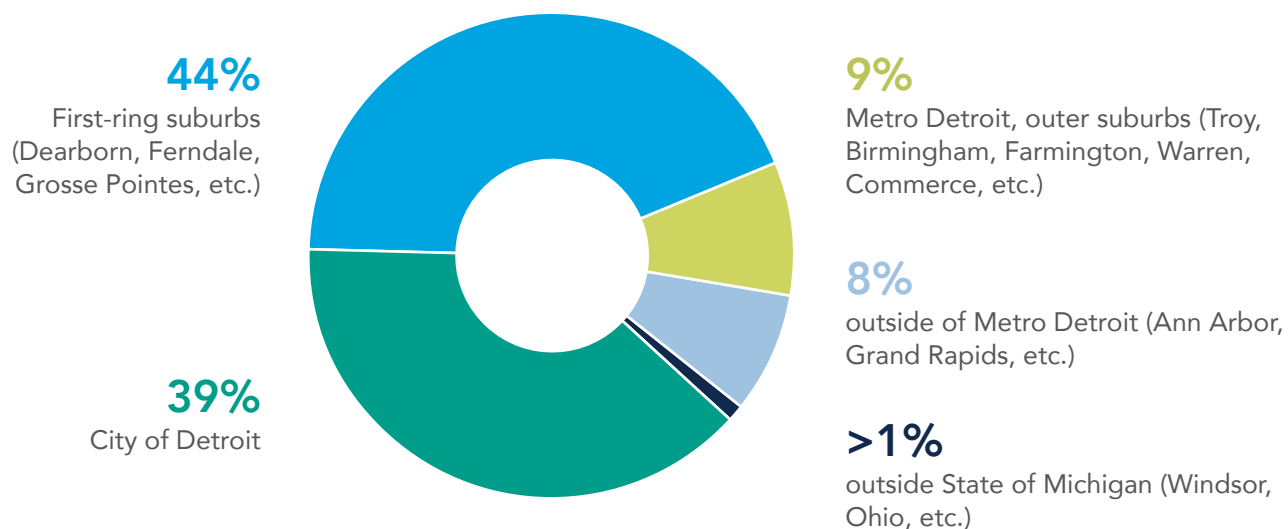
WHERE RESPONDENTS LEARNED OF THE SURVEY



WHERE RESPONDENTS WORK



WHERE RESPONDENTS LIVE









KEY STATS / INSIGHTS

1

RESTAURANT CUSTOMER HABITS




-  **60%**
said that they were customer of a Detroit restaurant during the stay home order
-  **37%**
said they ordered carryout only
-  **3%**
said they ordered delivery only
-  **20%**
said they ordered both carryout and delivery

Ordering direct from the restaurant was the most preferred method for delivery and takeout

Doordash was the most popular third-party delivery service, followed by GrubHub, Uber Eats, and Postmates.



2

VISITING RESTAURANTS AND FOOD TRUCKS

-  **60%**
responded that they're willing to eat at an outdoor restaurant
-  **75%**
responded they're willing to visit a food truck
-  **40%**
responded that they're willing to eat at an indoor restaurant


3

VISITING BARS

-  **70%**
responded that they're totally willing to go to an outdoor bar
-  **34%**
responded that they're willing to go to an indoor bar


4

EMPLOYMENT STATUS

-  **58%**
of respondents expected their employment status would remain the same, but offsite or working from home
-  **18%**
said they were laid off or furloughed
-  **4%**
said they're working part-time
-  **13%**
said no change in their employment and remained onsite at their place of work

5

VISTING PARKS

-  **93%**
of respondents reported that they're willing to visit a park or outdoor public space



KEY STATS / INSIGHTS

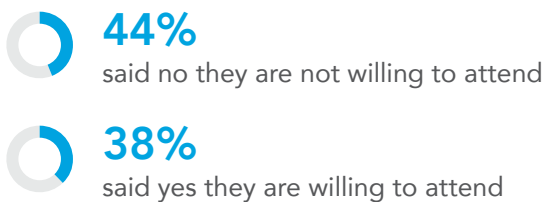
6

ATTENDING OUTDOOR EVENTS AND GATHERINGS IN 2020



7

ATTENDING INDOOR EVENTS AND GATHERINGS IN 2020



8

DOWNTOWN PUBLIC SPACES WILLING TO VISIT

SMALLER PUBLIC SPACES	LARGER PUBLIC SPACES
63% Beacon Park	78% Eastern Market
75% Campus Martius Park	88% Riverfront
57% Cadillac Square	69% Dequindre Cut
49% Spirit Plaza	89% Belle Isle
51% Grand Circus Park	61% Hart Plaza
56% Capitol Park	

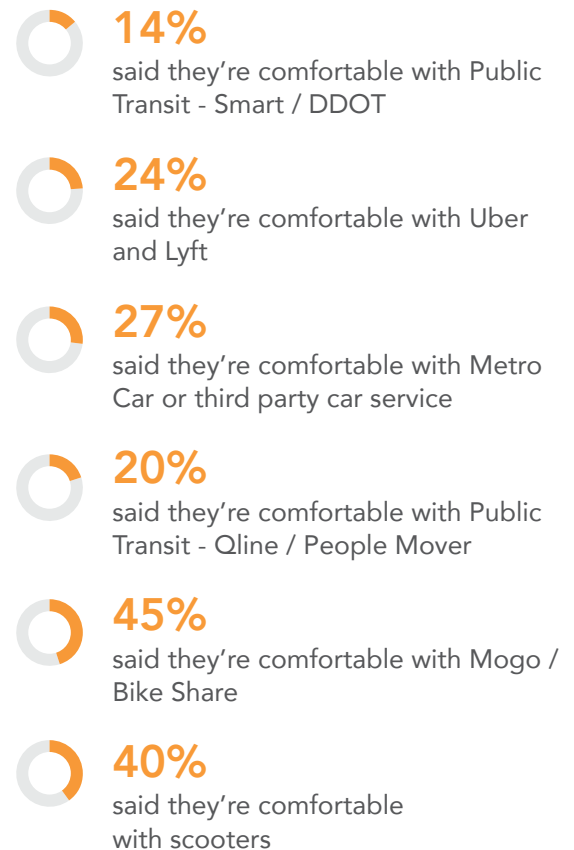
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SAFETY STEPS WHEN PATRONIZING BUSINESSES



10

TRANSIT OPTIONS COMFORT LEVEL





NEXT STEPS

1

Share results publicly. Emphasize the importance of care DDP takes to manage and operate our public spaces. Highlight the good work of local partners, organizations and businesses on their fortitude and taking measures to ensure a steady recovery process

2

Provide recommendation to resurvey in August, November, and January to compare / contrast data and analyze trends

3

Assess if questions need to be added and / or are no longer relevant based on current circumstances at the time of each resurvey

