

11-2016

A Survey of Viva CalleSJ Participants: San Jose, California 2016

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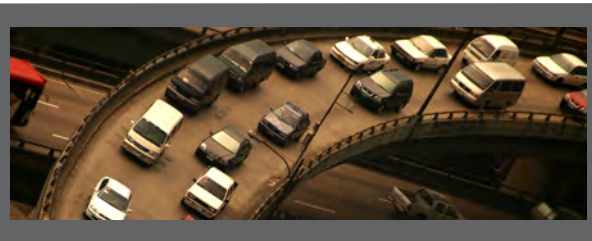
Asha Weinstein Agrawal and Hilary Nixon. "A Survey of Viva CalleSJ Participants: San Jose, California 2016" *Mineta Transportation Institute Publications* (2016).

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A Survey of Viva CalleSJ Participants: San Jose, California 2016



MTI Report WP 12-12



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REPORT WP 12-12

A SURVEY OF VIVA CALLESJ PARTICIPANTS: SAN JOSE, CALIFORNIA 2016

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November 2016

A publication of

Mineta Transportation Institute

Created by Congress in 1991

College of Business
San José State University
San José, CA 95192-0219

TECHNICAL REPORT DOCUMENTATION PAGE

1. Report No. CA-MTI-16-1628	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle A Survey of Viva CalleSJ Participants: San Jose, California 2016		5. Report Date November 2016	
		6. Performing Organization Code	
7. Authors Asha Weinstein Agrawal, Ph.D. and Hilary Nixon, Ph.D.		8. Performing Organization Report MTI Report WP 12-12	
9. Performing Organization Name and Address Mineta Transportation Institute College of Business San José State University San José, CA 95192-0219		10. Work Unit No.	
		11. Contract or Grant No. DTRT12-G-UTC21	
12. Sponsoring Agency Name and Address U.S. Department of Transportation Office of the Assistant Secretary for Research and Technology University Transportation Centers Program 1200 New Jersey Avenue, SE Washington, DC 20590		13. Type of Report and Period Covered Final Report	
		14. Sponsoring Agency Code	
15. Supplemental Notes			
16. Abstract <p>This report presents the findings from a self-complete paper survey of participants at the Viva CalleSJ open streets event held on September 18, 2016. The survey was designed to provide information that would help the City of San Jose assess the success of the event, guide the planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of Viva CalleSJ. A total of 318 people completed the one-page paper survey while at the event. Survey findings provide detail about how people learned about the event, how they traveled to the event, what they did at the event, how much physical activity they got, and how much money they planned to spend while at the event. The survey also collected data on respondents' gender, age, and race/ethnicity.</p>			
17. Key Words Pedestrians; bicyclists; physical fitness; surveys	18. Distribution Statement No restrictions. This document is available to the public through The National Technical Information Service, Springfield, VA 22161		
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 25	22. Price \$15.00

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ACKNOWLEDGMENTS

The researchers acknowledge and thank the people who responded to this survey. The event photos were provided by the City of San Jose. In addition, the investigators thank the Mineta Transportation Institute staff, including Executive Director Karen Philbrick, Ph.D.; Publication Support Coordinator Joseph Mercado; Executive Administrative Assistant Jill Carter; and Editor and Webmaster Frances Cherman.

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I. INTRODUCTION

This report presents the findings from a survey of participants at the Viva CalleSJ open streets event held on September 18, 2016. This event was the second Viva CalleSJ organized by the City of San Jose's Department of Parks, Recreation, & Neighborhood Services (PRNS). The survey was designed to provide information that would help the City of San Jose assess the success of the 2016 event, guide the planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2016 Viva CalleSJ. The report also compares the survey results this year to those from a similar survey conducted during a 2015 Viva CalleSJ event.¹

ABOUT VIVA CALLESJ

Viva CalleSJ 2016 is an open-streets event that invites the community to walk or bicycle along a network of streets closed for the event. The 2016 event, the city's second annual one, took place on Sunday, September 18, 2016, from 10 am to 3 pm. This free event, titled "From the West: Glen Meets Zen," closed city streets for a six-mile route. Participants traveled through a number of different neighborhoods, including Burbank, Downtown, Japantown, and Willow Glen (Figure 1). An estimated 100,000 people attended.²



Source: City of San Jose.

Participants were invited to walk, jog, bike, skate, scoot, or use any non-motorized travel mode along the route. The event included numerous activities along the route and at four main "activity hubs." Among the offerings were organized activities such as yoga and Zumba; soccer in the streets; music and dance performances; live mural painting; and food trucks.

PRNS has developed the Viva CalleSJ program to encourage community members to use so-called "active travel" modes—bicycling, walking, and any other human-powered mode. By encouraging active travel, PRNS hopes to foster good health and also reduce the number of driving trips within the city. PRNS also intends the Viva CalleSJ program to foster positive community interaction.

PRNS organized the 2016 event with the full support of San Jose's Mayor and City Council and in collaboration with various City departments. Numerous organizations offered financial and in-kind support, including the Silicon Valley Bicycle Coalition, the John S. and James L. Knight Foundation, Kaiser Permanente, Santa Clara County Public Health, the Santa Clara Valley Transportation Authority, Mineta Transportation Institute, and the Youth Connections Foundation.

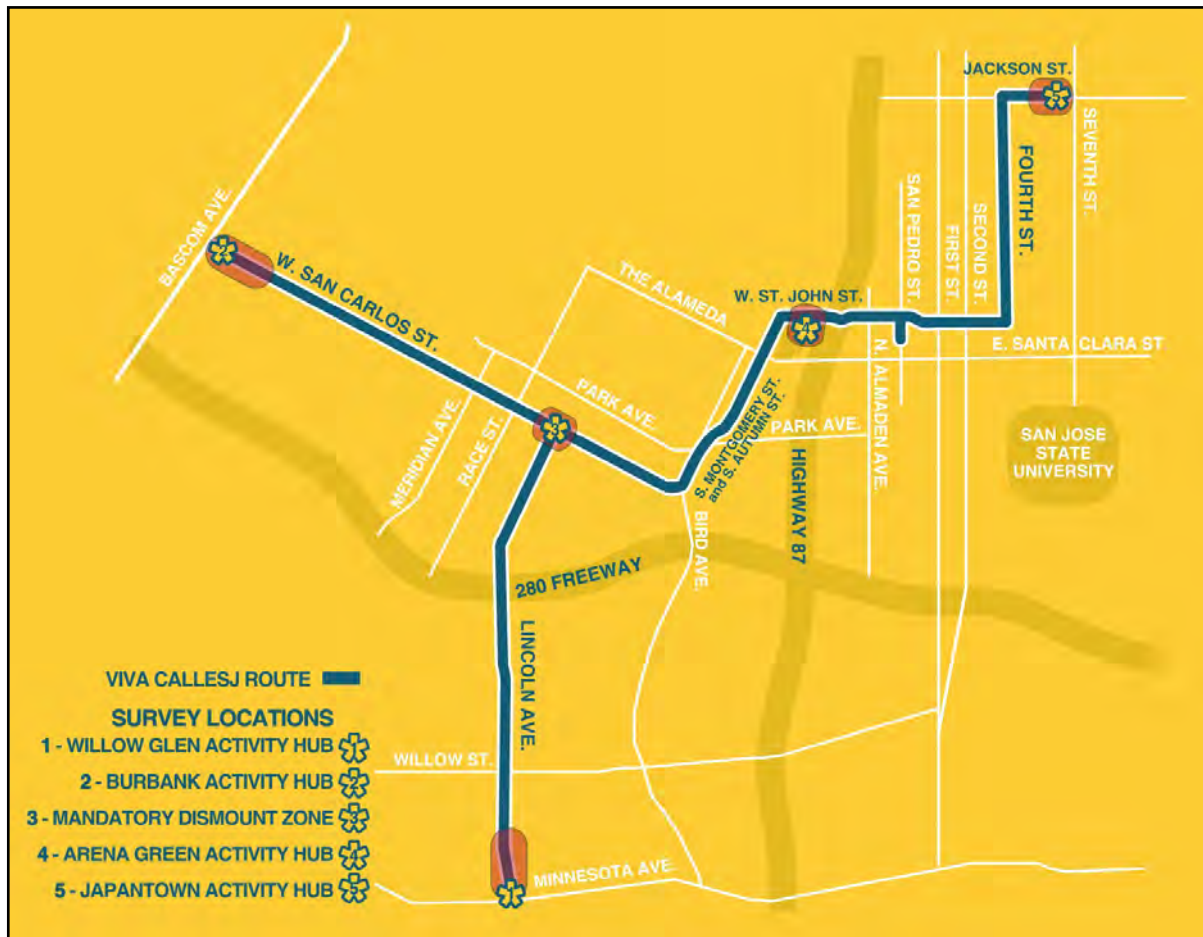


Figure 1. Viva CalleSJ Route Map

Source: City of San Jose.

OVERVIEW OF THE SURVEY METHODS

The authors designed the survey to provide information that would help the City of San Jose assess the success of the 2016 Viva CalleSJ event, guide the planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2016 Viva CalleSJ event. To achieve these objectives, the survey asked questions on the following topics:

1. How did people hear about the event?
2. How did people get to the event?

3. What did people do at the event?
4. If participants spent money, how much and on what?
5. What were the basic demographic characteristics of adult participants?

The survey instrument was a one-page paper questionnaire for respondents to complete themselves. It was available in English, Spanish, and Vietnamese versions.

The sampling method was not a strictly random one, but surveyors were instructed to distribute the questionnaire to as diverse a set of adult participants as possible at a variety of locations. Surveys were conducted at five locations along the route: the Willow Glen Activity Hub, the Burbank Activity Hub, the Arena Green Activity Hub, the Japantown Activity Hub, and a mandatory dismount zone at the intersection of Lincoln Avenue and West San Carlos Street (see Figure 1). A total of 318 people turned in surveys usable for analysis.

OVERVIEW OF THE REPORT CONTENTS

The remainder of the report is organized into three chapters. Chapter II covers the project survey methods, Chapter III presents the detailed survey findings, and Chapter IV concludes the report with a summary of key findings and implications for future events, as well as suggestions for future Viva CalleSJ surveys.

II. SURVEY DESIGN AND ADMINISTRATION

QUESTIONNAIRE DESIGN

The survey was designed to gather information on the following topics:

1. How did people hear about the event?
2. How did people get to the event?
3. What did people do at the event?
4. If participants spent money, how much and on what?
5. What were the basic demographic characteristics of adult participants?

In addition, respondents were invited to write comments on the back of the survey.

The survey was designed as a simple, short questionnaire that respondents could complete independently in a couple of minutes and return immediately to the surveyor. To ensure that potential respondents understood that the survey was short, it was designed to fit on a single side of a standard sheet of paper. Furthermore, to make the questionnaire as easy as possible to complete, most questions were designed so respondents could check a box to indicate their answer rather than having to write in a response. For example, the question about time spent in physical activity asked respondents to check one of several time options rather than asking them to estimate a specific number of minutes or hours.

To gather ideas on different ways to word questions, the authors reviewed Open Street event surveys used in a number of cities, including Fort Collins, CO, San Francisco, CA, and Minneapolis, MN.³ The same wording as in other surveys was used for a few very straightforward questions (e.g., “How did you get to [Viva CalleSJ]?”), but otherwise the questions in the San Jose survey are different from the questions asked in other surveys that were reviewed.

Many of the survey questions asked are identical to questions asked in the 2015 Viva CalleSJ survey. In a few cases, though, we changed questions in response to lessons learned from the earlier survey. For example, we modified the answer options for a few questions to better reflect the anticipated responses. Also, a question was added to identify what types of purchases respondents made. Finally, a question about participant interest in attending future events was dropped because the 2015 survey found overwhelming support – 85% said they were “very likely” to participate in future events.⁴

Appendix A reproduces the questionnaire in the three languages it was offered, English, Spanish, and Vietnamese, which are the languages most commonly spoken in San Jose.

SURVEY IMPLEMENTATION

City of San Jose Parks & Recreation staff managed a group of 26 volunteers who conducted the survey. The volunteers each worked one shift from either 10:30 am to 12:30 pm or 12:30 pm to 4pm.

The surveyors were distributed at five locations along the route (Figure 1), with the locations selected to cover neighborhoods that reflected different communities adjacent to the route. The chosen zones included Arena Green, located just west of the city's high-density downtown core; Japantown, one of the last remaining historic Japantowns in the U.S.; the Burbank/Del Monte neighborhood along W. San Carlos St., a largely Hispanic community; and Willow Glen, a relatively affluent neighborhood. Figure 1 shows the survey zone locations.

Although the authors would have preferred to use a strict, random sampling method to recruit respondents, true random sampling was infeasible given the expected crowds, difficulty of stopping people on moving bicycles, and limited time available to train volunteer surveyors. However, surveyors were explicitly instructed to prioritize obtaining surveys from a large and diverse number of adult respondents.



Source: City of San Jose.

To encourage participation, respondents were offered the option to enter a raffle to win a major-retailer gift card. Participants who wished to enter the raffle wrote their names and contact information on a corner of the survey questionnaire that was then torn off from the completed survey and stored separately to preserve respondents' anonymity.

A total of 318 people completed surveys usable for analysis. The margin of error for the survey results is +/-6% at a 95% confidence level.⁵ Almost all the surveys were completed on the English language questionnaire, with only 15 submitted on the Spanish-language questionnaire and none on the Vietnamese questionnaire.

III. FINDINGS

This chapter describes the survey findings, breaking them down into sections on the demographic characteristics of the 318 survey respondents, how they heard about the event, how they traveled to Viva CalleSJ, what they did while at the event, and money they spent at the event.

One goal of the 2016 survey was to compare the results with a similar survey conducted in 2015, so the data tables below show responses from both years. There are very few cases where the change in responses from one year to the next falls outside of the margins of error for the two surveys, and in those few cases where there is a larger change in response patterns, the difference can be explained by changes in the survey questionnaire from one year to the next. As a result, we conclude that there were no important changes in respondent behavior or characteristics between the two Viva CalleSJ events. Therefore, the text below does not discuss the differences between 2015 and 2016 except to point out how changes in the questionnaire language would have influenced responses.

Readers should note that the responses below cannot be assumed with confidence to precisely reflect the views and behaviors of all 2015 and 2016 event participants, because the surveys did not use a random sampling method.

ABOUT THE SURVEY RESPONDENTS

The survey asked respondents only three demographic questions: gender, race/ethnicity, and age. As Table 1 shows, the respondents were almost evenly split by gender. For race/ethnicity, a single question asked respondents to indicate all groups they identify with. Almost one-half (43%) said they were white, just under one-third (30%) identified as Hispanic, and about one fifth (22%) said they were Asian/Asian-American. In terms of age, most respondents were young or middle-aged. Just over one-half of respondents were 25 to 44 years old, and very few were in the youngest or oldest age groups (18-24 years or 65+ years).

Table 1. Demographic Characteristics of Survey Respondents

Demographic characteristics	2015 respondents (%)	2016 respondents (%)
Gender		
Male	48	48
Female	49	49
No response	3	3
Race/ethnicity ^a		
White	46	43
Hispanic, Latino/a, or Spanish origin	36	30
Asian/Asian-American	16	22
American Indian or Alaska Native	2	2
Black/African-American	2	3
Native Hawaiian or Pacific Islander	2	2
Other	3	4
No response	1	2
Age		
18 – 24	6	4
25 – 34	26	24
35 – 44	29	29
45 – 54	19	19
55 – 64	13	12
65+	6	5
No response	1	7

^a Respondents could select multiple responses, so percentages do not sum to 100%.

The questionnaire asked respondents to indicate the city and zip code of their home address. The great majority of respondents lived in the City of San Jose (84%), and nearly one-fifth (19%) came from a single zip code in San Jose, 95112, which encompasses much of the city's downtown, including Japantown (Figure 2). Outside of San Jose, respondents came from 26 other San Francisco Bay Area cities, and 1% of people lived in California cities outside the Bay Area (Table 2).

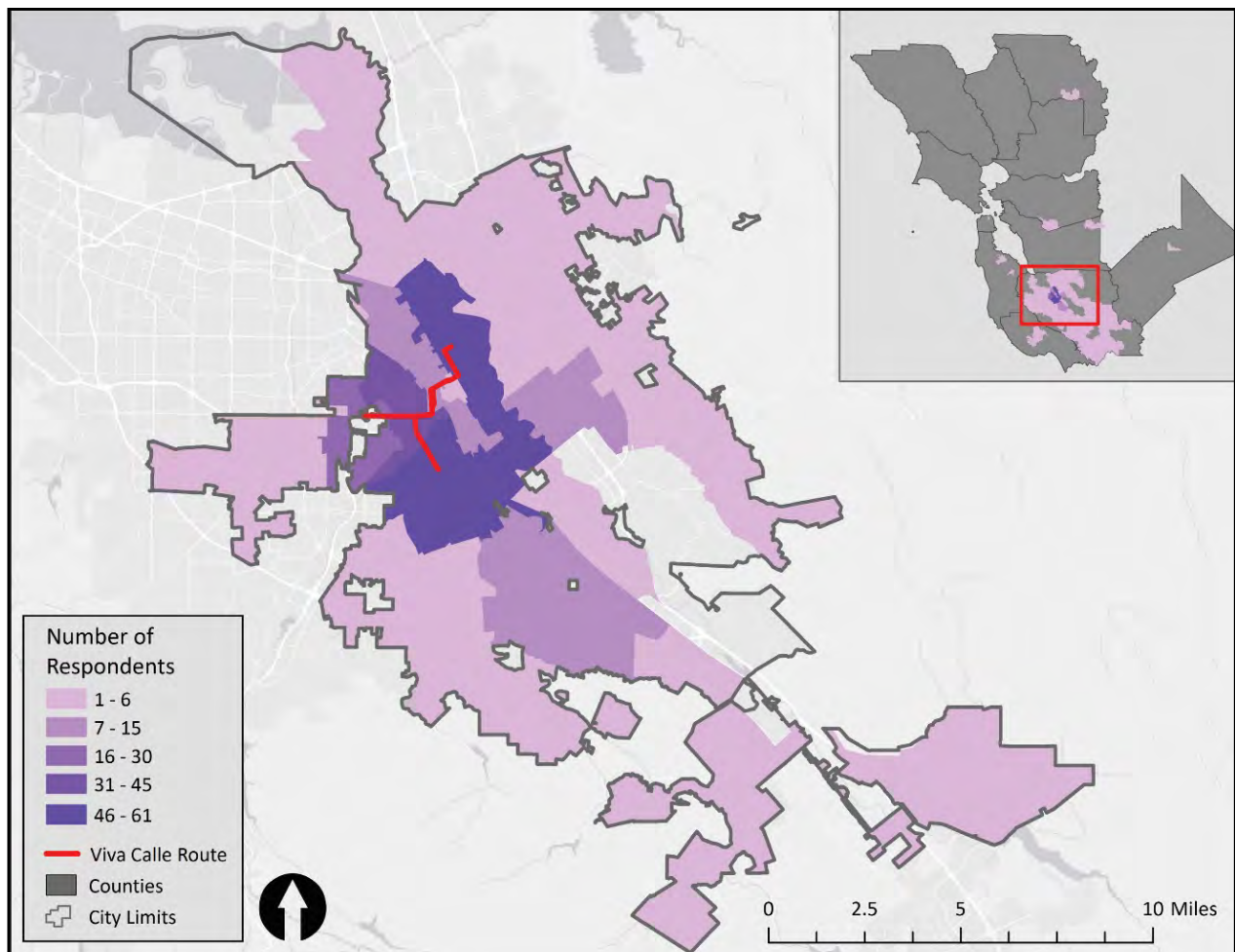


Figure 2. Number of Survey Respondents per Zip Code for the Nine-County San Francisco Bay Area

Source: Map created by Nick Danty, with shape files from ESRI and the U.S. Census Bureau.

Table 2. Location Where Respondents Live

City	2015 respondents (%)	2016 respondents (%)
City of San Jose	79	84
Cities in the San Francisco Bay Area (excluding San Jose)	17	14
Other California cities, excluding Bay Area	2	1
Cities outside California	1	0
No response	1	0

Note: Percentages do not sum to 100% due to rounding.

HOW RESPONDENTS LEARNED ABOUT VIVA CALLESJ

The first question in the survey asked how respondents learned about the Viva CalleSJ event, requesting that respondents check all options that applied to them (Table 3). The most commonly mentioned source of information was word of mouth (41%), followed by social media sites such as Facebook and Twitter (33% of respondents). One-fifth of respondents mentioned learning from a flyer or poster. E-mail channels, newspapers, and “other” sources were less common, but each was selected by at least 10% of respondents.

The lessons learned from this survey question are likely the same for both years, even though response patterns differ somewhat from 2015 to 2016. The data suggest one substantial change from 2015 to 2016 – a 20% increase in the proportion of respondents who reported learning about the event by word of mouth – but this change likely results from a change in survey wording. In 2016, “word of mouth” appeared on the questionnaire as an answer option, but in 2015 it did not. In 2015, we instead coded as “word of mouth” those responses listed under “other” that appeared to be word of mouth.

Table 3. How Respondents Learned about Viva CalleSJ

Source of information	2015 respondents (%)	2016 respondents (%)
Word of mouth ^a	21	41
Facebook, Twitter, or other social media	29	33
Flyer/poster	21	20
Other	23	16
E-newsletter or e-mail blast	12	13
Newspaper	12	10
Radio	5	--
No response	1	3

Note: Respondents could select multiple options, so responses do not sum to 100%.

^a This option was not offered in 2015. However, we coded as “word of mouth” those respondents who chose “other” as a response on the survey and wrote in an explanation implying that they learned directly from someone they knew. The 2016 survey added “word of mouth” as an answer option. The change in questionnaire wording likely explains the large change from 2015 to 2016.

TRAVEL TO VIVA CALLESJ

One-half of respondents bicycled to Viva CalleSJ (51%), and about one-third arrived by car or motorcycle (32%). Another 19% arrived on foot, and only a few arrived by public transit (4%) (Table 4).

Table 4. Travel Mode Used to Come to Viva CalleSJ

Travel mode to Viva CalleSJ	2015 respondents (%)	2016 respondents (%)
Bike	45	51
Car, including motorcycle	34	32
Walk/jog	16	19
Public transit (bus, light rail, train)	8	4
Other	2	2
No response	1	<1

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

ACTIVITY AT VIVA CALLESJ

Biking was a considerably more popular travel mode along the Viva CalleSJ route than walking. Sixty-five percent of respondents bicycled, and 37% walked (Table 5). Only tiny percentages of people used other modes.

Readers examining Table 5 should note that the question wording changed slightly in 2016, affecting the responses to the “other” and “scoot/skateboard/roller skate” categories. The latter was not offered as a response option in 2016, so people using these modes in 2016 had to select “other.” This change in wording most likely explains the increase in “other” responses in 2016.

Table 5. Travel Mode Respondents Used along the Viva CalleSJ Route

Travel mode at Viva CalleSJ	2015 respondents (%)	2016 respondents (%)
Bike	62	65
Walk/jog	39	37
Scoot/skateboard/roller skate	4	-- ^a
Other	2	6
No response	<1	<1

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

^a In 2016 this response option was not offered.

A key objective of the Viva CalleSJ program is to encourage participants to engage in sufficient physical activity to contribute to their good health, so the survey included a question to estimate the duration of their physical activity. Virtually all respondents (92%) expected to get at least 30 minutes of physical activity, and almost three-quarters expected to be active for more than an hour (Table 6).

Table 6. How Long Respondents Estimated They Were Physically Active during Viva CalleSJ

Estimated duration of physical activity	2015 respondents (%)	2016 respondents (%)
Less than 30 minutes	3	7
30 to 60 minutes ^a	23	20
More than 60 minutes ^a	72	72
No response	1	2

Note: Percentages do not sum to 100% due to rounding.

^a A total of 95% of respondents were active for at least 30 minutes in 2015, and the percentage was 92% in 2016.

Another question asked respondents about their participation in organized event activities. Overall, most all respondents indicated that they participated in at least one of the organized activities listed on the survey questionnaire. Only 11% of respondents did not check any of the listed activities. Among the activities, watching entertainment was the most common response; almost two-thirds said they were likely to do so (65%). More than one-half expected to visit resource tables at an Activity Hub (54%), and a quarter of respondents expected to participate in an organized physical activity such as yoga or hula hooping.

Table 7. Activities in Which Respondents Participated during Viva CalleSJ

Activities	2015 respondents (%)	2016 respondents (%)
Watch entertainment	73	65
Buy food/drink from food trucks	64	-- ^a
Visit resource tables at an Activity Hub	53	54
Organized physical activities (yoga, hula hoops, Zumba, etc.)	36	25
Other	-- ^b	3
Did not participate in <i>any</i> of these activities	3 ^c	11

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

^a Option not provided in the 2016 survey.

^b Option not provided in the 2015 survey.

^c In 2015, 16 respondents did not indicate a response to this question. Respondents may have chosen not to answer this particular question or did not participate in one or more of the specified events.

A final pair of questions asked about respondents' spending while at Viva CalleSJ. The first question asked how much they thought they were likely to spend. Almost 40% of respondents expected to spend \$21 or more and another third expected to spend between \$11 and \$20 (30%).

Table 8. Summary of How Much Money Respondents are Likely to Spend at Viva CalleSJ

Estimated money spent at Viva CalleSJ	2015 respondents (%)	2016 respondents (%)
\$21 or more	-- ^a	39
\$11 to \$20	-- ^a	30
\$11 or more	53	-- ^a
\$1 to \$10	35	24
Nothing	10	6
No response	3	1

Note: Percentages do not sum to 100% due to rounding.

^a In 2015, the survey only asked about "\$11 or more." In 2016, new categories of "\$11 to \$20" and "\$21 or more" were added.

The second question about expenditures, which was new to the 2016 survey, asked respondents about the types of purchases they had *already made at the time they took the survey*. A third of respondents indicated that they had not yet made a purchase. The most common purchases were food and drink: 35% made a purchase at food trucks and 24% ate at restaurants along the route. In addition, 21% bought something from a store along the route and 10% made a purchase at the SJMADE Marketplace at Arena Green, a marketplace set up for the Viva CalleSJ event.

Table 9. Summary of Where Respondents Had Spent Money at the Time They Were Surveyed

Type of business	2016 respondents (%)
Food trucks	35
Restaurants along the route	24
Stores along the route	21
SJMADE Marketplace at Arena Green	10
Other	4
No purchases ^a	33

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

^a Respondents who did not provide an answer to this questions were assumed to have made no purchases at the time they were surveyed. However, it is possible that a few respondents simply refused to answer the question.

It is important to keep in mind that the question about type of purchases asked only about purchases *already made*. It is highly likely that many respondents would have gone on to make purchases after completing the survey. Table 10 shows the types of purchases people made, broken down by how long respondents said they had been at Viva CalleSJ when they took the survey. Not surprisingly, the percentage of people making each purchase type rose with the length of time at Viva CalleSJ.

Table 10. Summary of Where Respondents Had Spent Money, by Length of Time Spent at Viva CalleSJ Before They Were Surveyed

Time	Food trucks (%)	Restaurants (%)	SJMADE (%)	Stores (%)	Other (%)	No purchases (%)
Less than 1 hour	20	11	0	15	2	59
1 to 2 hours	39	20	14	19	4	31
More than 2 hours	40	38	12	29	7	16
All respondents	35	24	10	21	4	33

Note: Respondents could select multiple responses, so percentages do not sum to 100%.

IV. CONCLUSIONS

SUMMARY OF KEY FINDINGS

The survey asked several questions about socio-demographics. The respondents were evenly balanced between men and women. Almost one-half (43%) said they were white, just under one-third (30%) identified as Hispanic, and about one fifth (22%) said they were Asian/Asian-American. In terms of age, respondents were primarily young to middle-aged, with just over one-half of respondents 25 to 44 years old. The great majority of respondents lived in the City of San Jose (84%), and nearly one-fifth (19%) came from a single zip code in San Jose, 95112, which encompasses much of the city's downtown and the Japantown neighborhood.

Respondents learned about Viva CalleSJ in a variety of ways, most commonly through word of mouth (41%), social media (33%), and/or from flyers/posters (20%).

The most popular way to access the event was by bicycle (51%), although almost one-third of respondents came by motorized vehicle.

Another set of survey questions asked people what they did at the event. Sixty-five percent of respondents bicycled the route and 37% walked or jogged. Almost three-quarters estimated that they participated in more than 60 minutes of physical activity while at the event (72%). Of the organized activities available, the most popular was watching entertainment (65%), although more than one-half visited the resource tables (54%), and one-quarter participated in organized physical activities such as hula hoops and yoga.

Most respondents expected to spend some money while at the event. Over a third expected to spend more than \$20 (39%), and only 6% anticipated spending no money at all. Looking at what kind of purchases respondents had already made at the time they were surveyed, a third of respondents indicated that they had not yet made a purchase, 35% had purchased something from a food trucks, 24% had eaten at restaurants along the route, 21% had bought something from a store along the route, and 10% had made a purchase at the SJMADE Marketplace at Arena Green.

Comparing the survey results from 2015 and 2016 showed little change from year to year. There are almost no differences in responses large enough to fall outside the margins of error for the surveys. The only exceptions are a few instances where changes in the survey language from one year to the next explain a larger shift in response patterns.

IMPLICATIONS FOR THE VIVA CALLESJ PROGRAM IN THE FUTURE

Although the survey findings cannot be assumed to reflect the experience of all participants, the survey findings from both years are quite clear on a number of points, suggesting the following implications for future open-street events in San Jose:

- The events will succeed in providing the majority of participants with at least one hour of physical activity.

- The most successful marketing efforts will be to encourage people to spread the word in person to their acquaintances, advertise through social media channels, and distribute flyers and posters.
- Entertainment, food trucks, and resource tables are the programming likely to attract the most participants.

STUDY LIMITATIONS AND RECOMMENDATIONS FOR FUTURE SURVEYS

Surveying people at mass events is always challenging, and this project was no exception; there were a number of limitations to the survey administration process that likely impacted the results. First, and as discussed above, surveyors must try to stop people who are moving in large crowds, making it impossible to survey a truly random sample of participants. Viva CalleSJ surveyors also faced the additional challenges of talking to people who were passing on bicycles and participants who spoke many languages other than English. Finally, for this project the surveyors were volunteers who did not have time to get thoroughly trained to use optimal surveying technique.



Source: City of San Jose.

Given these challenges, for future Viva CalleSJ events it would be useful to consider alternative survey modes and/or administration techniques. One option would be to have the survey administered by people who can spend time at a training session prior to the event. Another option would be to experiment with a different survey mode, handing out a postcard that provides a URL and QR Code to an online survey. Although online surveys tend to have extremely low response rates overall, and especially low response rates from groups with lower web access, such as elderly or low-income people, this postcard survey mode might be worth trying given that this year surveyors failed to reach large numbers of people with the paper questionnaires method. It is an easier task to get people to accept a postcard than to get them to fill out a questionnaire on the spot, so for surveyors with little training, the postcard approach may be preferable.

APPENDIX A: SURVEY QUESTIONNAIRE

This appendix presents the formatted survey questionnaire in the three languages it was offered: English, Spanish, and Vietnamese.



SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES



Viva CalleSJ Survey

Knights Foundation

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Thank you for taking this voluntary survey. Your answers will help improve future Viva CalleSJ events. There are no right or wrong answers to the questions, and you can skip any question. Your responses are anonymous.

1. How long have you been at Viva CalleSJ today?

- Less than 1 hour
- 1 – 2 hours
- More than 2 hours

2. How did you learn about today’s Viva CalleSJ event? (Check all that apply)

- Facebook, Twitter, or other social media
- Flyer/poster
- E-newsletter or email blast
- Newspaper
- Word of mouth (friend, co-worker, etc.)
- Other (please specify) _____

3. How did you get to Viva CalleSJ?

- Bike
- Car
- Public transit (bus, light rail, train)
- Walk/jog
- Other (please specify) _____

4. How are you MOVING along the VivaCalleSJ route? (Check all that apply)

- Bike
- Walk/jog
- Other (please specify) _____

5. What activities are YOU PERSONALLY likely to do at Viva CalleSJ? (Check all that apply)

- Organized physical activities (Yoga, Hula Hoops, Zumba, etc.)
- Visit resource tables at an Activity Hub
- Watch entertainment
- Other (please specify) _____
- None

6. At Viva CalleSJ, how long do you expect to be physically active? (Walking, biking, Zumba, etc)?

- Less than 30 minutes
- 30 to 60 minutes
- More than 60 minutes

7. How much money are you likely to spend at Viva CalleSJ?

- Nothing
- \$1-10
- \$11 - 20
- \$21 or more

8. So far, have you spent money at any of these? (Check all that apply)

- Food trucks
- Restaurants along the route
- SJMADE Marketplace at Arena Green
- Stores along the route
- Other (please specify) _____

9. What city do you live in? _____

10. What is your home zip code? _____

11. How old are you? _____

12. What is your gender? _____

13. What is your race or origin? (Check all that apply)

- American Indian or Alaska Native
- Asian or Asian-American
- Black or African-American
- Hispanic, Latino/a, or Spanish origin
- Native Hawaiian or Pacific Islander
- White
- Other (please specify) _____

On the back of this page, please tell us what you enjoyed most about Viva CalleSJ.

TEAR HERE

OPTIONAL TO ENTER RAFFLE:
 NAME: _____
 PHONE NUMBER: _____
 EMAIL ADDRESS: _____



SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES



San Joaquin County
PUBLIC HEALTH



Encuesta Viva CalleSJ

Knight Foundation



Gracias por tomar esta encuesta voluntariamente. Sus respuestas nos ayudará mejorar eventos de Viva CalleSJ en el futuro. No existen respuestas correctas o incorrectas, y usted puede ignorar cualquier pregunta. Sus respuestas serán anónimas.

1. ¿Cuanto tiempo lleva aquí hoy en Viva CalleSJ?

-) Amenos de 1 hora
) 1 – 2 horas
) Mas de 2 horas

2. ¿Cómo aprendió sobre evento de hoy Viva CalleSJ? (Marque todo lo que aplique)

-) Facebook, Twitter, otro rede social
) Aviso/cartel
) Boletín electrónico
) Periódico
) De boca en boca (amigo/a, conocido/a etc.)
) Otro (por favor de especificar) _____

3. ¿Cómo llego a Viva CalleSJ?

-) Bicicleta
) Coche
) Transporte público (camión, tren)
) Caminar/correr despacio
) Otro (por favor de especificar) _____

4. ¿Cómo se MUEVE a lo largo de la ruta VivaCalleSJ? (Marque todo lo que aplique)

-) Bicicleta
) Caminar/correr despacio
) Otro (por favor de especificar) _____

5. ¿Cuál actividades están probable que en Viva CalleSJ? (Marque todo lo que aplique)

-) Actividades físicas organizadas (Yoga, aro de hulu, Zumba, etc.)
) Visitar mesas de recursos
) Ver entretenimiento
) Otro (por favor de especificar) _____
) Ninguno

6. ¿Cuánto tiempo va a ser físicamente activo en Viva CalleSJ? (Caminar, en bicicleta, Zumba, etc)

-) 30 – 60 minutos
) Mas que 60 minutos
) Amenos de 30 minutes

7. ¿Cuánto dinero es probable que gaste en Viva CalleSJ?

-) Nada
) \$1 – 10
) \$11 – 20
) \$21 o más

8. ¿Hasta ahora, usted ha gastado dinero en alguno de estos? (Marque todo lo que aplique)

-) Camión de comida
) Restaurantes a lo largo de la ruta
) SJMADE Marketplace en Arena Green
) Tiendas a lo largo de la ruta
) Otro (por favor de especificar) _____
) No he gastado nada de dinero

9. ¿En que ciudad vive usted? _____

10. ¿Cuál es su código postal de casa? _ _ _ _ _

11. ¿Cuántos años tiene? _____

12. ¿Cuál es su género? _____

13. ¿Cuál es su raza o su origen? (Marque todo lo que aplique)

-) Indio Americano o Nativos de Alaska
) Asiático o Asiático Americano
) Negro o Americano Africano
) Hispano, Latino, o origen Español
) Hawaiano Nativo o Islas del Pacífico
) Americano
) Otro (por favor de especificar) _____

14. En la parte atrás de esta página, por favor díganos que disfruto más sobre Viva CalleSJ.

TEAR HERE

OPSIONAL:

Para participar en la rifa:

Nombre: _____

Número de teléfono: _____

Email: _____



Viva CalleSJ Survey

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

Dò Thăm cho Viva CalleSJ

Cám ơn quý vị tham gia vào cuộc thăm dò này. Nhờ vậy, chúng tôi có thể làm tốt đẹp hơn những chương trình Viva-CalleSJ về sau. Không có câu trả lời nào đúng hay sai, và không cần trả lời hết mọi câu. Tất cả câu trả lời sẽ được giữ kín.

1. Quý vị đã ở Viva CalleSJ bao lâu ngày hôm nay?
 - Dưới 1 tiếng
 - 1 – 2 tiếng
 - Hơn 2 tiếng
2. Làm sao quý vị biết về Viva CalleSJ ngày hôm nay? (Đánh dấu tất cả những phương thức áp dụng)
 - Facebook, Twitter, hay những phương tiện truyền thông khác
 - Bảng bích chương/Truyền đơn
 - Báo mạng hay email tổng gởi
 - Báo chí
 - Lời giới thiệu của bạn bè, đồng nghiệp, vv
 - Những phương thức khác (xin liệt kê)
3. Quý vị đến Viva CalleSJ bằng cách nào?
 - Xe đạp
 - Xe hơi
 - Xe công cộng (xe buýt, xe điện, xe lửa)
 - Đi bộ/Chạy bộ
 - Cách khác (xin liệt kê)
4. Quý vị đi dọc theo tuyến đường của VivaCalleSJ bằng cách nào? (Đánh dấu tất cả những cách áp dụng)
 - Xe đạp
 - Đi bộ/Chạy bộ
 - Những cách khác (xin liệt kê)
5. Quý vị dự trù tham gia hoạt động nào ở Viva CalleSJ? (Đánh dấu tất cả những hoạt động áp dụng)
 - Những hoạt động thể chất (Yoga, vòng hula, Zumba, vv)
 - Thăm những bàn thông tin tại các Trung Tâm Hoạt Động Giải Trí
 - Ngắm những hoạt động giải trí
 - Những hoạt động khác (xin liệt kê)
 - Không hoạt động gì
6. Tại Viva CalleSJ, quý vị tính tham gia những hoạt động thể chất trong bao lâu? (Đi bộ, đi xe đạp, nhảy Zumba, vv)
 - Dưới 30 phút
 - 30 – 60 phút
 - Hơn 60 phút
7. Quý vị dự trù xài bao nhiêu tại Viva CalleSJ?
 - Không tiêu gì hết
 - \$1 – 10
 - \$11 – 20
 - \$21 hay hơn
8. Đến bây giờ, quý vị đã tiêu tiền tại những nơi này chưa? (Đánh dấu tất cả những nơi áp dụng)
 - Xe bán đồ ăn lưu động
 - Quán hàng dọc tuyến đường
 - Chợ SJMADE tại Arena Green
 - Cửa hàng dọc tuyến đường
 - Những nơi khác (xin liệt kê)
 - Không - Tôi chưa tiêu dùng
9. Quý vị ở thành phố nào? _____
10. Số zip code của quý vị? _____
11. Quý vị bao nhiêu tuổi? _____
12. Giới tính của quý vị? _____
13. Giống dân? (Đánh dấu tất cả những gì áp dụng)
 - Mọi bản xứ hay Alaska
 - Á Châu hay Mỹ gốc Á
 - Mỹ Đen hay Mỹ gốc Phi
 - Mễ, Trung/Nam Mỹ, gốc Tây Ban Nha
 - Người Hawaii hay Đảo Thái Bình Dương
 - Da Trắng
 - Giống khác (xin liệt kê) _____
14. Xin vui lòng cho biết quý vị thích điều gì nhất tại Viva CalleSJ (dùng mặt sau)

TEAR HERE

Tùy chọn: _____

Để tham gia rút thăm: _____

Tên: _____

Số điện thoại: _____



ACRONYMS AND ABBREVIATIONS

MTI	Mineta Transportation Institute
PRNS	Parks, Recreation, & Neighborhood Services
RAPOC	Research Associates Policy Oversight Committee

ENDNOTES

1. Asha Weinstein Agrawal and Hilary Nixon, *A Survey of Viva CalleSJ Participants: San Jose, California 2015* (San Jose: Mineta Transportation Institute, January 2016).
2. Viva Calle San Jose, "A Recap of Another Successful Viva CalleSJ," October 11, 2016, <http://www.vivacallesj.org/blog/2016-recap> (accessed October 19, 2016).
3. See all items listed in the bibliography other than the three items authored by Agrawal and Nixon, SurveyMonkey, and Viva Calle San Jose.
4. Agrawal and Nixon, p. 10.
5. This margin of error is calculated assuming that a "population" of 100,000 people attended the event. Source used for the calculation: SurveyMonkey.com, "Margin of Error Calculator," SurveyMonkey.com, accessed October 12, 2016, <https://www.surveymonkey.com/mp/margin-of-error-calculator/>.

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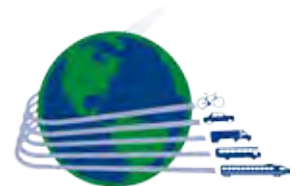
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