



# A Survey of Viva CalleSJ Participants – San Jose, California 2015

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This report presents the findings from a survey of participants at the Viva CalleSJ open streets event held on October 11, 2015, in San Jose, CA. This event was the first-ever Viva CalleSJ organized by the City of San Jose. The survey was designed to provide information that would help the City of San Jose assess the success of the event, guide planning for the Viva CalleSJ program in the future, and inform potential funders and community partners about the benefits of Viva CalleSJ.

**Virtually all respondents said they were very likely or likely to attend future events.**

Viva CalleSJ, a free open-streets event, closed streets for a six-mile (9.6-kilometer) route. Participants were invited to walk, jog, bike, skate, scoot, or use any non-motorized travel mode along the route. The event featured numerous activities, including organized classes such as yoga and Zumba; an exhibit of the eight Bay Area Super Bowl Vince Lombardi Trophies; music and dance performances; live mural painting; and food trucks. Event organizers and City of San Jose police estimated that 35,000 people attended.

## Study Methods

The survey instrument was a one-page paper questionnaire for respondents to complete themselves. It was available in English, Spanish, and Vietnamese versions, as these are the languages most commonly spoken in the neighborhoods along the route. Surveyors distributed the questionnaire to as diverse a set of adult participants as possible at six zones along the route. The sampling strategy was not random, but it was as close to random as feasible given the circumstances. A total of 618 people turned in surveys usable for analysis. The margin of error for the survey results is +/-4% at a 95% confidence level.

## Findings

**Who participated?** The respondents were evenly balanced between men and women. In terms of race and ethnicity, about one-half were white only, and about one-third were Hispanic only. The only other racial group that made up a substantial minority was Asians (16%). In terms of age, about one-half were from 25-44 years old.

**How did respondents learn about Viva CalleSJ?** Respondents learned about the event in a variety of ways. The most common response was that they learned through social media (29%), word of mouth (21%), and/or from flyers/posters (21%).

**How did respondents travel to the event?** The most popular way to access the event was by bicycle (46%), although one-third of respondents came by motorized vehicle.

**What did respondents do at the event?** While at Viva CalleSJ, 62% of respondents bicycled the route, and 39% walked or jogged. Almost three-quarters of participants estimated that they got more than 60 minutes of physical activity while at the event. Of the organized

activities available, the most popular was watching entertainment (73%), although more than one-half also bought items from the food trucks and visited the resource tables, and one-third participated in organized physical activities such as hula hoops and yoga. Only 3% of respondents did not participate in any of the organized activities. Most respondents expected to spend some money while at the event, with approximately one-half expecting to spend more than \$10.



Photo credit: 8-80 Cities

**Do respondents want to participate in future Viva CalleSJ events?** Yes – 86% of respondents said they would be “very likely” to do so.

### Viva CalleSJ Program Recommendations

While the survey findings cannot be assumed to reflect the experience of all participants because the survey did not use a random sampling method, the relatively large number of responses from a diverse set of people makes it likely that the findings reflect the larger population of event attendees. Thus, the survey findings suggest the following recommendations for the Viva CalleSJ program:

- The events will be popular with the public, given that virtually all respondents said they were very likely or likely to attend future events.
- The events will provide the great 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.
- Specific outreach and coordination with local transit agencies could encourage more participants to travel to events without using their car.

### About the Authors

Asha Weinstein Agrawal, PhD, and Hilary Nixon, PhD, are professors of urban and regional planning at San José State University.

### To Learn More

For more details about the study, download the full report at [transweb.sjsu.edu/project/1430.html](https://transweb.sjsu.edu/project/1430.html)