



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

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MTI Project 1628

November 2016

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This report presents the findings from a survey of participants at the Viva CalleSJ open streets event held on September 18, 2016, in San Jose, CA. This event was the second Viva CalleSJ organized by the City of San Jose. The survey was designed to provide information that would help the city 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. The report also compares the survey results this year to those from a similar survey conducted during a 2015 Viva CalleSJ event.

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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; soccer in the streets; music and dance performances; live mural painting; and food trucks. An estimated 100,000 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, the languages most commonly spoken in San Jose. Surveyors distributed the questionnaire to as diverse a set of adult participants as possible at five 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 318 people turned in surveys usable for analysis. The margin of error for the survey results is +/-6% at a 95% confidence level.

Findings

Who participated? The respondents were evenly balanced between men and women, and approximately one-half were between the ages of 25 and 44. In terms of race and ethnicity, 43% were white, 30% were Hispanic, and 22% were Asian.

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 word of mouth (41%), social media (33%), and/or from flyers/posters (20%).

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

What did respondents do at the event?

While at Viva CalleSJ, 65% of respondents bicycled the route, and 37% walked or jogged. Almost three-quarters of participants estimated that they got more than 60 minutes of physical activity at the event. 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.



Photo credit: City of San Jose.

Did respondents spend money at the event?

Most respondents expected to spend some money while at the event, with 39% expecting to spend more than \$20. Looking at what kind of purchases respondents had already made at the time they were surveyed, a third said that they had not yet made a purchase, 35% percent had purchased something from a food truck, 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 2015 and 2016 surveys: Comparing the survey results from both years showed little change from year to year.

Viva CalleSJ Policy 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 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 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.

About the Authors

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To Learn More

For more details about the study, download the full report at transweb.sjsu.edu/project/1628.html