



Community Benefits and Lessons for Local Engagement in a California Open Streets Event: A Mixed-Methods Assessment of Viva CalleSJ 2018

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REPORT 19-21

**COMMUNITY BENEFITS AND LESSONS FOR
LOCAL ENGAGEMENT IN A CALIFORNIA OPEN STREETS
EVENT: A MIXED-METHODS ASSESSMENT OF
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August 2019

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. 19-21	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle Community Benefits and Lessons for Local Engagement in a California Open Streets Event: A Mixed-Methods Assessment of Viva CalleSJ 2018		5. Report Date August 2019	
		6. Performing Organization Code	
7. Authors Gordon Douglas, PhD, https://orcid.org/0000-0002-0256-6070 Asha Weinstein Agrawal, PhD, https://orcid.org/0000-0003-2328-0263 Mary Currin-Percival, PhD, https://orcid.org/0000-0002-9715-5556 Katherine Cushing, PhD, https://orcid.org/0000-0001-6916-6808 Jason DeHaan, MS, https://orcid.org/0000-0002-6599-9770		8. Performing Organization Report CA-MTI-1895	
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. 69A3551747127	
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 an evaluation of the September 2018 Viva CalleSJ open streets event in San José, CA. The research was designed to assess the success of the event, guide planning for future open streets events, and inform potential funders and community partners about the benefits of such events. To gather the impressions of participants, local residents, and workers at businesses along the event route, the mixed-methods study analyzed results from a survey of 1,571 participants, 114 interviews with community members and businesses, and participant observations. Researchers also examined social media presence and a related augmented reality gaming component.</p> <p>The study found that Viva CalleSJ 2018 participants were resoundingly positive about their experience. Many said that the event brought people together from across the city and inspired a sense of community and civic pride, and the majority of participants benefited from at least one hour of physical activity. Most local businesses and residents viewed the event positively as well, and many food and beverage outlets appeared to benefit from increased patronage during the event. However, some shopkeepers along the event route and residents in surrounding neighborhoods were not aware of Viva CalleSJ in the weeks prior to it happening or did not have a clear understanding of how it might impact them. Some were wary of the road closures and in some cases were ultimately frustrated by what they perceived to be negative impacts on their businesses.</p>			
17. Key Words Pedestrians, bicyclists, open streets, active transportation, physical fitness, interviews, 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 41	22. Price

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ACKNOWLEDGMENTS

- John S. and James L. Knight Foundation for funding the project;
- City of San José staff, in Parks, Recreation, and Neighborhood Services, for logistical support and advice, including Ed Solis, Michael B. Tkalcevic, Zacharias Mendez, and many others;
- CommUniverCity staff, especially Elizabeth Figueroa, Imelda Rodriguez, and Lucas Cook;
- The SJSU students who assisted with survey data collection and analysis:

Students in Mary Currin-Percival's Fall 2018 Political Science 195A class:

Darren Agcaoili, Albert Alkakos, Marco Amarillas, Joaquin Andrade, Reymundo Armendariz, Jasnoor Bhandal, Talia Cabrera, Stefania Diaz, Malik Elmore, Chelby Gil, Eduardo Gonzalez, Daniel Inocencio, Jana Kadah, Baljit Kaur, Christopher Kolenko, Lauren LaBorde, John Martin, Kimtharo Mech, Austin Nguyen, Grace Nguyen, Teresa Perez, Ethan Isaacs Perreira, Felipe Rodriguez Garcia, Norman Harley Rose, Sahil Sall, Sydney Smith, Xavier Solorio, Karina Terrazas Flores, Gabriel Torres-Fernandez, Luke Vice, Kendrick Williams, and Saul Zarate;

Students in two sections of Jason DeHann's Fall 2018 Sociology 104 class:

Alejandra Arriaga, Rebecca Paige Martinez Barrameda, Meshech Burrell, Mary Cabanayan, Claudia Yazmine Carrillo, Jessica Lizet Carrizales, Cheyenne Dally, Kathleen Alison Doolin, Adriana Yvette Flores, Isabel Gonzalez-Velarde, Jessica Alice Griffith, Ryan Joseph Hale, Paola Jimenez, Taylour Diamond Johnson, Yvette Cheryl Jones, Janelle Candy Lopez, Ariadna Luna, Monica Martinez, Sabrina Ortiz McDaniel, Maribel Muratalla Morales, Samantha Alejandra Plascencia, Anna Nicole Ramos, Guadalupe Ramos, Cindy Reyes-Lopez, Fernando Rivas Jr., Erin Samantha Sarmiento, Richard Rathanak Seng, Nathan Severe, Jhon Robert Delos Reyes Simon, Amber Demi Smith, Allison Merelyn Solis, Thomas Typriest Stinson, Charles Balabag Viajar, Michelle Acosta, Aspyn Denae Audibert, Sahar Barekzai, Jordan Tyler Barnes, Paola Blanco Landeros, Daniel Jungyeon Chon, Carolyn Chu, Lindsey Marie Forbes, Diana Lizbeth Fuentes Valderrama, Carlyna Jeanne Halligan, Johnny Dq Hoang, Norimasa Hosoda, Jena Marie Jara, Rachel N. Klug, Angelina Lopez, Gabriela Gisell Martinez, Mayra Herrera Martinez, Cassandra Noel Mayoral, Melissa Marie Morales, Michael Pascual Morales, Stephanie Biomara Navarro, Andy Hung Ngo, Araceli Ochoa, Anahi Lizbeth Osorio, Cortney Kristina Pearson, Marissa Perez, Luz Ofelia Pinacho, Aleetha Rebekah Ransbottom, Robert Rodrigues, Alma Cristina Sanchez, Diana Sanchez, Milto Solomon Ungashe, Angelique Raquel Vega, Alexandria Tatarakis Veliz, Tony B. Williams Jr, and Silvio Anderson Yoc Aguilar, Jr;

Students in Mathew Holian's Fall 2018 Economics 208 class: Li Yu Oon, Karen Madero, and and Matthew van Cleave;

- **Students in Gordon Douglas's Fall 2018 URBP 280 class:** (all of whom participated fully in the design, data collection, and analysis of the qualitative research and contributed to the final report) Malaika Best, Marybeth Bowman, Natalie Fakhreddine, Nicholas Frey, Matthew Gustafson, Steven Hirsch, Kevin Kochever, Shayal Kumar, E. Daniel Maldonado, Anthony Nachor, Joe Romani, Rediet Tesfaye, and Christina Vu;
- Editing Press, for editorial services; and
- MTI staff, including Executive Director Karen Philbrick, PhD; Deputy Executive Director Hilary Nixon, PhD; Research Support Assistant Joseph Mercado; Graphic Designer Alverina Eka Weinardy; and Executive Administrative Assistant Jill Carter.

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I. INTRODUCTION

This report presents the findings from an evaluation of the City of San José’s Viva CalleSJ open-streets event held on Sunday, September 23, 2018. This event was the fourth Viva CalleSJ organized by the city’s Department of Parks, Recreation, and Neighborhood Services (PRNS), in which several miles of city streets are closed to automobile traffic and opened to pedestrians and cyclists for part of a day. The research was designed to provide information that would help the city assess the success of the 2018 event, guide planning for future Viva CalleSJ events, and inform potential participants, funders, and community partners, as well as planners and researchers in other cities, about the impacts of the 2018 Viva CalleSJ. Study methods consisted of both a participant survey carried out during the event and a qualitative analysis that assessed the perceptions of residents, businesses, and visitors in the neighborhoods along the event route before, during, and after the September 23 event.

ABOUT VIVA CALLESJ

Viva CalleSJ is an open-streets event in San José, California that invites community members to walk or bicycle along a network of streets closed to cars. The 2018 event, subtitled “From SoFA to the Street,” took place on Sunday, September 23, from 10 a.m. to 3 p.m. and closed city streets for a 6-mile route centered mainly along Monterey Road in South San José. Though this was the fourth year that the city had organized such an event, it was the first time Viva CalleSJ followed this particular route. The route took participants through a number of different neighborhoods, including (from south to north) Parkview, Hayes, Berry Park, The Woods, Seven Trees, the Fairgrounds area, Alma, Hollywood, Washington, and the SoFA arts district in Downtown San José (Figure 1). The city’s official estimate is that 125,000 people attended.¹

Participants were encouraged to walk, jog, bike, skate, scoot, or use any nonmotorized travel mode along the route. The event included numerous activities along the street and at three activity hubs. Among the offerings were organized activities, such as yoga and Zumba, a rock-climbing wall, a roller rink, soccer in the streets, music and dance performances, live chalk art and mural painting, and food trucks.

PRNS staff developed the Viva CalleSJ program to encourage community members to use “active” travel modes—bicycling, walking, skateboarding, or any other human-powered mode. By encouraging active travel and physical activity, they hope to promote healthier lifestyles and the use of active transportation modes throughout the year. PRNS staff also intend the Viva CalleSJ program to foster positive community interaction.

PRNS organized the 2018 event with the full support of San José’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, Kaiser Permanente, Santa Clara County Public Health, Santa Clara Valley Transportation Authority, AARP, The Health Trust, Niantic Inc., and Youth Connections Foundation, as well as the John S. and James L. Knight Foundation and the Mineta Transportation Institute (both of which also supported the present study).

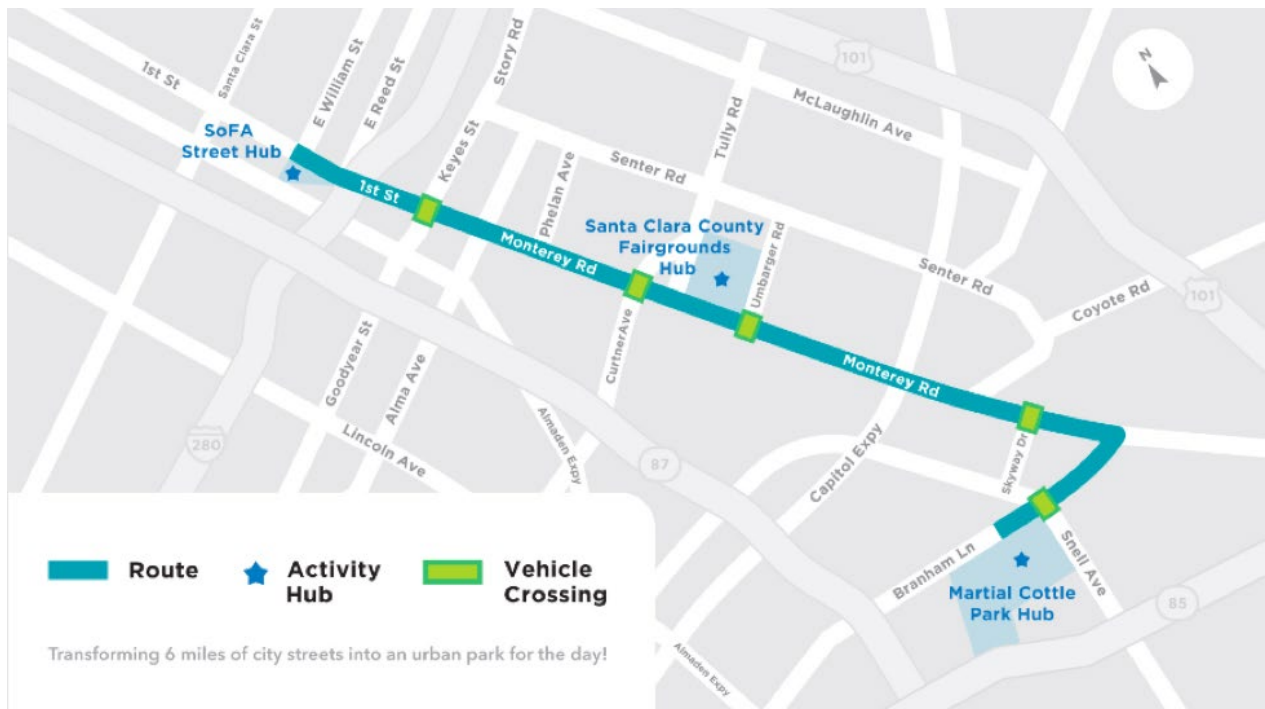


Figure 1. Viva CalleSJ 2018 Route Map. Source: City of San José.

STUDY METHODS OVERVIEW

The study relied on both a participant survey and a multi-phase qualitative data collection process that gathered the impressions of participants, local residents, and business owners.

The survey was designed to provide information that would help the City of San José assess the success of the 2018 Viva CalleSJ event, guide planning for future Viva CalleSJ events, and inform potential funders and community partners about the outcomes of the 2018 Viva CalleSJ event. To achieve these objectives, the survey asked questions on the following topics:

1. How did people get to the event?
2. Why did they attend the event?
3. If they spent money, how much and on what?
4. What were the basic demographic characteristics of adult participants?

The survey instrument was a one-page paper questionnaire that respondents completed at the event, made available in English, Spanish, and Vietnamese. For logistical reasons, surveyors used a convenience sampling method, though surveyors were instructed to distribute the questionnaire to as diverse a set of adult participants as possible at a variety of locations along the route. Students from three quantitative methods classes, plus members of the research team, administered the survey.

The qualitative study was carried about by a graduate-level urban planning class from San José State University. Across dozens of visits to the neighborhoods along the event route before, during, and after the event, the class conducted observational fieldwork and interviewed more than 100 area residents, businesses, and visitors. Fieldwork included three day-long visits to the site as a class—two weeks prior to the event, on the day of the event, and two weeks afterward—and multiple individual visits by each member of the student team. Most of this effort was focused on speaking to residents in the area, as well as workers and owners of the businesses there. (On the day of the event itself, interviews were also conducted with participants.) Students also assessed the event in terms of local social media activity and studied an online augmented reality gaming component of the activities (a “Pokémon Go” activity).

OVERVIEW OF THE REPORT CONTENTS

The remainder of the report is organized into the following chapters. Chapter II describes the project methods, Chapter III presents the detailed survey results, and Chapter IV presents the results of the qualitative study. Chapter V concludes the report with a summary of key findings and their implications for future events, as well as suggestions for future surveys at open-street events.

II. STUDY METHODS

SURVEY METHODS

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

1. How did people get to the event?
2. Why did they attend the event?
3. What did they do at the event?
4. If they 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.

Questionnaire Design

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 an 8.5 x 11-inch sheet of paper. To make the questionnaire as easy as possible to complete, most questions were designed so that respondents could check a box to indicate their answer rather than having to write in a response. For example, the question about time spent being physically active 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.² For a few very straightforward questions, this survey used wording identical to that of other surveys (e.g., “How did you get to [Viva CalleSJ]?”). In most cases, though, the questions in the San José survey are different from those in other surveys reviewed. Most of the 2018 questionnaire is identical to questions asked in the 2015, 2016, and 2017 Viva CalleSJ surveys.³ 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 José.

Survey Implementation

CommUniverCity SJSU recruited and collaborated with three San José State University faculty members (Jason DeHaan, Mary Currin-Percival, and Matthew Holian) to recruit and train 115 community-engaged learners to administer the participant survey on the day of the event. Although the courses represented different academic disciplines (sociology, political science, and economics), all course curricula included social science research methods and basic data analysis.

Over the course of the fall 2018 semester, students learned about survey design, data collection, data entry, and data analysis, with the highlights of the semester being the Viva CalleSJ data collection event in September. Nine students from the three undergraduate classes presented to PRNS staff at a student learning showcase in December.

The month prior to the survey, volunteers were trained by research team members Agrawal, Currin-Percival, and DeHaan on proper survey administration techniques. Session content included a history of open-streets events, background on Viva CalleSJ, the benefits of cross-sector collaboration, and explanations for why this data would be valuable to the City of San José and other cities hosting similar events. Students also received detailed instructions on survey logistics (see Appendix B: Surveyor Training and Survey Administration Debrief).

The day of the event, surveyors were assigned to staff one of six activity hubs along the route (Figure 2). Survey supply distribution stations were established at either end of the 6-mile-long route (i.e., South of First Street and Emma Prusch Park), and at a key midpoint (San José Fairgrounds). Additional survey teams were placed strategically within walking distance of the supply stations. Surveyors worked in teams of two to approach adult Viva CalleSJ participants and ask them to complete the short written survey. Where feasible, each student pair included a student who could speak Spanish or Vietnamese to facilitate translation. Each team was given a pre-assembled survey tote bag containing multiple clipboards, stacks of surveys, IRB-required consent notices in English, Spanish and Vietnamese, and golf pencils for survey respondents to use. From their main assigned hub, the surveyors fanned out to designated areas expected to have the most pedestrian and bicycle traffic.

Survey completion took two to four minutes. Student surveyors and project managers observed very positive responses from those who agreed to complete the survey. (See Appendix B: Surveyor Training and Survey Administration Debrief.)

For practical reasons, surveyors used a convenience sampling approach. Although a strict, random sampling method to recruit respondents would have been preferable, true random sampling was infeasible given the expected crowds, difficulty of stopping people on moving bicycles, and volunteer surveyors. However, surveyors were explicitly instructed to prioritize obtaining surveys from a large and diverse (in terms of perceived age, gender, ethnicity, and mode of mobility) sample of adult respondents.

The initial goal for the number of surveys to collect was 1,000. A total of 1,571 people (57% over target) completed surveys usable for analysis, out of a total of 1,677 surveys collected. Because the survey used a convenience sample rather than a random sample, we do not provide a specific margin of error. However, it is likely that the sample provides a reasonable approximation of Viva CalleSJ participants. Almost all the surveys were completed on the English language questionnaire, with only 4% submitted on the Spanish-language questionnaire and only one submitted on the Vietnamese-language questionnaire.

QUALITATIVE RESEARCH METHODS

Over a period of four months, Gordon Douglas and a team of 13 graduate students conducted an interview and observation-based study of the VivaCalleSJ event as part of an applied qualitative methods practicum course at San José State University. The class worked to assess how residents, businesses, and visitors perceived the event and its impacts. Students participated in the research design, as well as making dozens of visits to the neighborhoods along the route before, during, and after the event.

Fieldwork included three day-long visits to the site as a class—two weeks prior to the event, on the day of the event, and two weeks afterward—and multiple individual visits by each member of the research team. Several members of the research team cycled the entire route about a month prior to the event, and many others walked and cycled (and in one case e-scooter) the route during the event itself. Students were tasked with writing detailed field notes on every visit to the communities along the route, as well as conducting formal interviews. Most of the effort was focused on speaking to residents of the area, as well as employees and owners of the businesses there. Team members approached community members on streets, in businesses, and outside their homes, and spoke to shopkeepers in their places of work. On the day of the event, interviews were also conducted with participants approached along the route. Interviews ranged from short exchanges on the street or over the counter to conversations of 15 minutes or more, including some interviewees who were followed up with multiple times. The team interviewed a total of 43 local area residents, 48 people working at local businesses (both employees and owners), and 26 Viva CalleSJ participants.

This qualitative research component brings breadth and depth to complement the survey findings. Discourse on social science methodology has come to endorse the power of “mixed-methods” studies that combine quantitative and qualitative analyses.⁴ Qualitative methodologies are particularly useful in investigating community character and people’s thoughts on or reactions to events where some of the complexity in responses may be lost in the scale of a survey. Through interviews—including sometimes multiple meetings and follow-up questions—the researchers were able to delve into the thoughts and opinions of the people they spoke with and get a sense of how they understand their city and community and how an event like this might impact them.⁵

Team members were required to create field notes, interview notes, and interview transcriptions regularly throughout the semester-long class, and also worked as a group to identify emerging themes, revisit and adapt the research design, and ultimately write up their findings and analysis (which they presented to City Hall staff in December 2018). Taking a collaborative and inductive approach, the research team quickly began to see common themes emerging across their individual research experiences. Many of these guided their inquiry and analysis, and some persisted as key findings reported below.

III. SURVEY FINDINGS

This chapter describes the survey results, breaking them down into sections on the demographic characteristics of survey respondents, why they attended the event, how they traveled to Viva CalleSJ, and what they did while at the event, including money spent.

Since most of the survey questions asked in 2018 are identical to questions asked in the previous surveys from 2015, 2016, and 2017, the data tables below show responses from all the years the 2018 questions were asked. However, readers are strongly advised to consider these year-to-year trends with caution. A key limitation of the survey project is that the samples were not randomly selected, so responses cannot be assumed with confidence to precisely reflect the views and behaviors of all participants in any year. Further, the details of how the survey was administered changed somewhat from year to year,⁶ so changes in the responses from one year to the next could be explained at least in part by changes in how the surveyors worked.

ABOUT THE SURVEY RESPONDENTS

The survey asked respondents only three demographic questions: gender, race/ethnicity, and age. As Table 1 shows, men and women were equally represented in the sample. Race/ethnicity was measured with a single question asking respondents to indicate all the groups with which they identified. About one-third (33%) identified as White and about one-third (34%) identified as Hispanic, Latinx, or of Spanish origin. Eighteen percent identified as Asian/Asian American. In terms of age, the sample was relatively young: 60% of respondents were under 45 years old.

Table 1. Demographic Characteristics of Survey Respondents

Demographic characteristics	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Gender				
Male	48	48	49	49
Female	49	49	49	49
No response	3	3	2	2
Race/ethnicity^a				
White	46	43	35	33
Hispanic, Latino/a, or of Spanish origin	36	30	27	34
Asian/Asian-American	16	22	33	18
American Indian or Alaska Native	2	2	2	1
Black/African-American	2	3	2	3
Native Hawaiian or Pacific Islander	2	2	4	2
Other	3	4	1	7
No response	1	2	2	4
Age				
18–24	6	4	10	10
25–34	26	24	31	26
35–44	29	29	26	24
45–54	19	19	17	20
55–64	13	12	10	11
65+	6	5	4	5
No response	1	7	2	4

^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 majority of respondents lived in the city of San José (77%), with 15% from the ZIP code that encompasses much of the city's downtown (95112), including a portion of the route from a prior Viva CalleSJ. Moving beyond San José, 19% of respondents came from other San Francisco Bay Area cities, 2% came from California cities outside the Bay Area, and fewer than 1% came from outside of California (Table 2).

Table 2. Where Respondents Live

Location	2015 (%)	2016 (%)	2017 (%)	2018 (%)
City of San José	79	84	60	77
Cities in the 9-county San Francisco Bay Area, excluding San José	17	14	27	19
California cities outside the Bay Area	2	1	10	2
Cities outside California	1	0	1	1
No response	1	0	2	1

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

Respondents were asked if this was their first time participating in a Viva CalleSJ program, and 52% reported that they were returning participants.

TRAVEL TO VIVA CALLESJ

The survey asked respondents what travel mode(s) they used to get to the event. The most common response was by car (41%). The next most common response was bicycling to Viva CalleSJ on a personal bike (33%). In addition, 19% arrived on foot and 6% took public transit (Table 3).

Table 3. Respondents' Travel Mode to Viva CalleSJ

Travel mode to Viva CalleSJ	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Car, including motorcycle	34	32	47	41
Bike	45	51	36	33
Walk/jog	16	19	13	19
Public transit (bus, light rail, train)	8	4	7	6
Other	2	2	2	4
No response	1	<1	2	3

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

REASONS FOR ATTENDING VIVA CALLESJ

Respondents were asked why they had attended the event. The questionnaire presented a range of options, and respondents could choose all that applied. The most common responses were “it sounded like fun” (71%), “get some exercise” (55%), and “socialize with others” (46%). Also popular were “ride or walk without worrying about traffic” (45%) and “support the community” (39%).

Table 4. Reasons for Attending Viva CalleSJ

Reasons	2017 (%)	2018 (%)
It sounded like fun	59	71
Get some exercise	58	55
Explore neighborhoods	51	39
Socialize with others	45	46
Ride or walk without worrying about traffic	40	45
Get my kids out of the house	22	-- ^b
Play Pokémon GO (volunteered in 2018)	8	15
Happened upon it	7	5
Support the community	--- ^a	43
No response	2	<1

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

^a This response option was not offered in the 2017 survey.

^b This response option was not offered in the 2018 survey.

ACTIVITY AT VIVA CALLESJ

Biking and walking were equally popular ways to travel along the Viva CalleSJ route, with 49% of respondents bicycling and 52% walking (Table 6).

Readers examining Table 6 should note that the question wording changed slightly in 2016. In 2015, “scoot/skateboard/roller skate” was offered as a response option but not in subsequent years, when people using these modes had to select “other.” Also, in 2018 the survey added a new option, “Electric device (scooter, hoverboard, etc.)”

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

Travel mode at Viva CalleSJ	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Bike	62	65	48	49
Walk/jog	39	37	51	52
Electric device (scooter, hoverboard, etc.)	-- ^a	-- ^a	-- ^a	3
Scoot/skateboard/roller skate	4	-- ^b	-- ^b	-- ^b
Other	2	6	4	NA
No response	<1	<1	<1	<1

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

^a This response option was first offered in 2018.

^b In 2016, 2017, and 2018 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 benefit their health, so the survey included a question to estimate the duration of their physical activity (Table 7). Virtually all respondents (94%) expected to get at least 30 minutes of physical activity, and just over two-thirds (69%) expected to be active for more than an hour.

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

Estimated duration of physical activity	2015 (%)	2016 (%)	2017 (%)	2018 (%)
More than 60 minutes	72	72	77	69
30 to 60 minutes	23	20	19	25
Less than 30 minutes	3	7	3	5
No response	1	2	1	1

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

RESPONDENT SPENDING AT THE EVENT

The survey asked respondents two questions about how they planned to spend their time while at Viva CalleSJ.

The first question asked how much they thought they were likely to spend. Thirty-five percent of respondents expected to spend \$21 or more, and 33% expected to spend between \$11 and \$20.

Table 7. How Much Money Respondents Are Likely to Spend at Viva CalleSJ

Estimated money spent at Viva CalleSJ	2015 Respondents (%)	2016 Respondents (%)	2017 Respondents (%)	2018 Respondents (%)
\$21 or more	-- ^a	39	37	35
\$11 to \$20	-- ^a	30	33	33
\$11 or more	53	-- ^a	-- ^a	-- ^a
\$1 to \$10	35	24	18	22
Nothing	10	6	9	9
No response	3	1	2	2

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, which were continued in 2017 and 2018.

The second question about expenditures, added to the 2016 survey and continued in 2017 and 2018, asked respondents about the types of purchases they had *already made at the time they took the survey* (Table 10). The most common purchases were food and drink: 28% made a purchase at food trucks and 17% ate at restaurants along the route. In addition, 11% bought something from a store along the route and 8% made a purchase at SJMADE, a craft vendor fair set up for the Viva CalleSJ event. About half of respondents (48%) indicated that they had not yet made a purchase at the time of taking the survey.

Table 8. Where Respondents Had Spent Money at the Time They Were Surveyed

Type of business	2016 Respondents (%)	2017 Respondents (%)	2018 Respondents (%)
Food trucks	35	26	28
Restaurants along the route	24	22	17
Stores along the route	21	18	11
SJMADE Craft Vendor Fair	10	14	8
Other	4	9	-- ^b
No purchases ^a	33	43	48

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

^a Respondents who did not provide an answer to this question 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. In 2017, the survey questionnaire was changed to allow respondents to indicate that they had made no purchases at the time they were surveyed.

^b All categorically distinct responses were coded into existing choices; "other" responses were not coded.

It is important to keep in mind that the question about type of purchases asked only about purchases *already made*; many respondents doubtless went on to make purchases after completing the survey.

Table 11 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 typically rose with the length of time at Viva CalleSJ.

Table 9. Summary of Where Respondents Had Spent Money, By Length of Time Spent at Viva CalleSJ before They Were Surveyed (2018)

Time	Food Trucks (%)	Restaurants (%)	SJMADE (%)	Stores (%)	No Purchases (%)
Less than 1 hour	29	27	26	25	59
1 to 2 hours	42	44	41	42	31
More than 2 hours	29	29	3	34	10

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

The last survey question was open-ended, asking respondents to describe how they thought Viva CalleSJ benefits the community. The results from this question are analyzed in the next chapter.

IV. QUALITATIVE RESEARCH FINDINGS

The qualitative component to the study was designed to (1) gain in-depth insight into how Viva CalleSJ 2018 was received by people that the participant survey was likely to miss, especially businesses and area residents, and (2) assess event participants' responses to the one long-form question included in the survey. Especially valuable findings came from businesses, among which opinions of the event and its apparent impacts varied considerably. The qualitative research team also assessed the event in terms of local social media activity and studied a "Pokémon Go" massive multiplayer online gaming component of the event. If there is an overall conclusion that can be drawn from the many different experiences and opinions that the qualitative research team studied, it is that, while the event was viewed positively by most, there were many missed opportunities, especially in terms of better explaining and defining Viva CalleSJ before it happened for local businesses and residents in the neighborhoods along the route.

UNDERSTANDING THE SITE AND DIFFERENTIATION ALONG THE EVENT ROUTE

The built environment itself along the route was central to how the qualitative research team came to understand what they were finding. During their fieldwork prior to the Viva CalleSJ event, the class conducted extensive observations about land-use, walkability, and other everyday features of the urban landscape.

The character of the main roads along which the event would take place and the surrounding neighborhoods differed dramatically from one end to the other. Indeed, the route became something of a "character" itself in our narrative of the event. In particular, we came to understand the site in terms of three areas, based not so much on the city's defined activity hubs as on the feel of the street and the communities through which it runs: an urban stretch at the northern end along South First Street, a long industrial area in the middle, and a more suburban neighborhood at the southwest end (Figure 2).

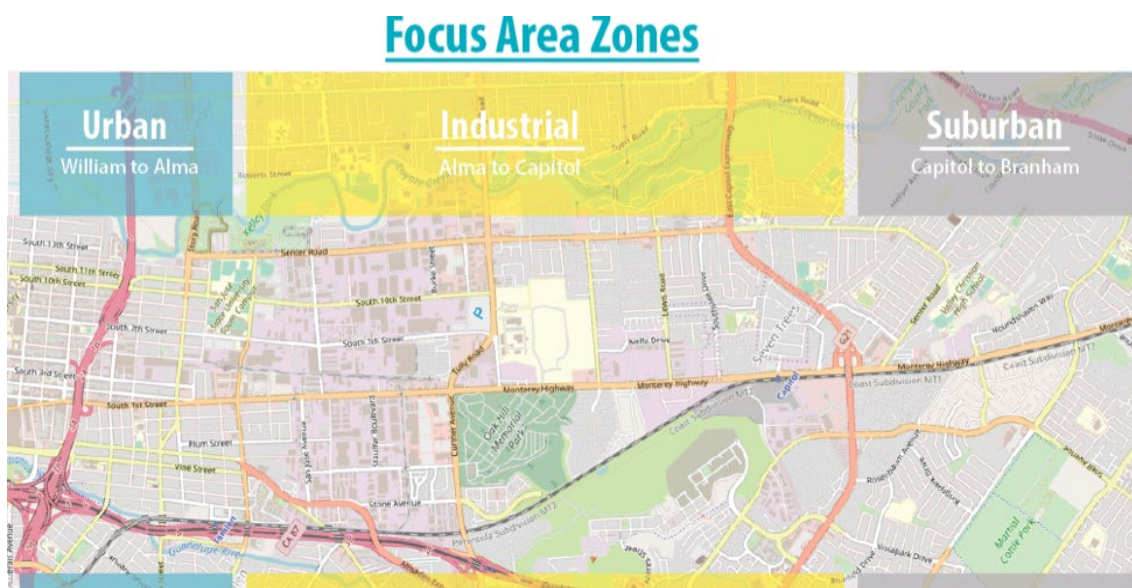


Figure 2. Focus Area Zones. Source: Map by Marybeth Bowman.

In particular, while the urban corridor in and immediately south of Downtown San José felt safe, walkable, lively, and inviting during multiple visits for fieldwork, researchers found that Monterey Road to the south of Alma Avenue felt uninviting and even dangerous for a cyclist or pedestrian. Traffic is heavy during rush hour in or out of Downtown, numerous bus stops, driveways from shopping centers, and strip mall parking lots interrupt the bike lane, and, even on a quiet weekend, the wide road is dominated by high-speed vehicles and long stretches without any pedestrian life.

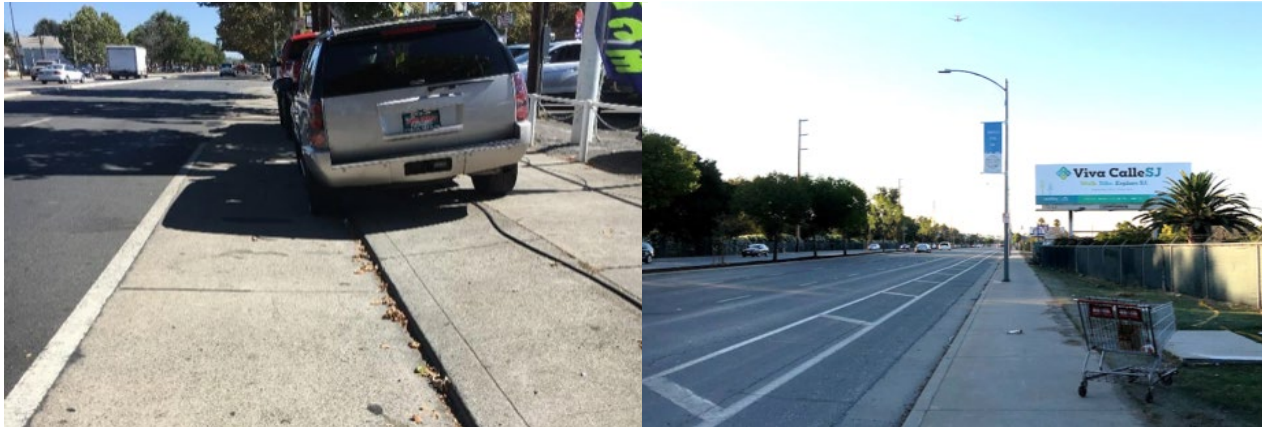


Figure 3. Images of Undesirable Pedestrian Environments along Monterey Road Taken on a Weekend Prior to the Viva CalleSJ Event. Source: Photos by Kevin Kochever (left) and Matt Gustafson (right).

Monterey Road is truly eclectic, lined by a mix of car dealerships, auto parts and repair shops, storage facilities, gas stations, vintage motels, working light industrial complexes, a cemetery, fairgrounds, new apartment buildings, older mobile home parks, fenced-off empty lots and boarded-up structures, and an array of retail, including shopping centers, liquor stores, furniture stores, and a variety of eateries, from taco trucks to breakfast diners, not to mention famous Italian Stromboli. But as varied as these uses are, they reflect the area's industrial past and share its history of car-oriented development and uneven investment. The result is a difficult foundation on which to build any bike/pedestrian event or to find businesses excited by an event that limits access to their stores by closing streets to cars.

ATTITUDES AMONG BUSINESSES

The researchers spoke with shopkeepers and other workers at businesses of different types and sizes along the event route, ranging from restaurants to auto shops. In addition to basic information about the businesses, respondents were asked how they had first learned about Viva CalleSJ, what their impressions were, and what impacts, if any, it seemed to be having on the business. Probably the most significant findings from this part of the study are that local businesses along the event route were not well-informed in advance and some had negative feelings as a result. The type and location of the business also seemed related to how positive or negative their impressions of the event ultimately were.

While many businesses visited by the research team had at least heard something was coming and were vaguely aware of an impending street closure, only a few had any sense

of what the Viva CalleSJ event might look like. “I thought it was road construction,” one store manager told a researcher. “Someone mentioned it, but I didn’t know what it was,” said a business owner in Seven Trees, “I thought it was a music fest.” Others were completely unaware that the event was coming when first contacted several weeks before it happened. This is not entirely surprising, given that only a small area at the northern end of the 2018 route had been included in a previous Viva CalleSJ, but nonetheless reveals that outreach could have been better.

As a result, few businesses were prepared to participate or logistically prepared for the event’s impact on their sales or their workdays, while many small businesses we visited said they wished they had had more of an opportunity to prepare themselves. This would have likely produced a better outcome for the businesses because researchers did identify an interest among participants in supporting local businesses. Franchise chains and corporate retail businesses we visited were generally better informed and somewhat better prepared.

Among businesses that did learn about the event in advance, some decided to close that day out of a worry that they would lose business. This was especially common among auto-oriented businesses, since almost all their customers would only show up with direct vehicular access, which was limited on the day of the event. “I didn’t know they would close the whole street,” said the owner of an auto-oriented business along the northern half of the route. “I’m thinking about how it’s going to affect my business, because I work with cars. In my perspective right now it’s more negative than positive. Sundays are one of the busiest days for us. But if they close the street” In the end, figuring that customers should still be able to access his corner lot from the side street, this business owner decided to keep his shop open and use the event as a marketing opportunity, even printing flyers to hand out as advertisements to passersby. On the day, however, he said he regretted the decision: the road blockade extended off the main event route by nearly the entire side street block, so customers in cars could not get through. He sent his employees home and closed only a couple hours after bringing them in. “How is anyone supposed to get in?” he asked in frustration.

All in all, a majority of businesses contacted were less than enthusiastic about Viva CalleSJ. The obvious reason for this is the impression among many of them that the street closure presented more of an obstacle to their customers than an opportunity to attract business from event participants. The exception to this general view was among food and beverage businesses, which were largely supportive of the event before and after it occurred. In the end, while accurate records reflecting sales on the day were not made available to the research team, most of the food and beverage businesses that we observed were noticeably busy during the event and many workers in these establishments reported as much to interviewers. The 7 Trees shopping center, for instance, saw customers lining up at some restaurants.

RESIDENTS’ IMPRESSIONS AND DAILY LIFE ALONG THE EVENT ROUTE

Residents in the neighborhoods along the event route mainly had a positive impression of Viva CalleSJ 2018 even if, like the shopkeepers, they seemed fairly uninformed about it

beforehand. Many expressed that they had been quite apprehensive about the event and would have benefited from more advance information about it both in terms of assuaging any apprehension they had and in being able to make better plans for themselves on the day, including potentially participating themselves.

During the Viva CalleSJ event, many residents of the Monterey Road corridor were observed acting as bystanders rather than active participants. Some long-time residents whose homes are only a block or two off of the route explained that, although they felt the event they were witnessing was a positive one, they wished the city had done more in advance to clarify what it would be like and for whom it was intended. Understanding there would be road closures but not understanding exactly *why* was a fairly common sentiment. “[The notification] just said they were gonna close the streets, but it didn’t say what it was for,” said one woman who lives in a nearby apartment complex. “I saw the news last night and that’s when I found out it was going to be this.”

Some residents we spoke with had made careful plans to go about their Sunday routines despite the road closures. One man in his 70s, who had lived in the Hayes subdivision off Branham Lane since its development in the 1970s, said he had worried about the event when when he first heard about it. He did not know what it would be like and was worried he’d be trapped or boxed in to his neighborhood by the route. “I had a little trepidation,” he explained. “We knew it was happening and we planned our Sunday to go around it. We just didn’t know what to expect.” In the end, the event did not inconvenience him and he was even quite pleased. He had been able to drive to church and run errands without trouble, and although he wasn’t participating, he was standing on the corner observing, impressed with all the people and telling the interviewers that he wished he’d known better in advance. “I wish it would happen again,” he remarked, wistfully watching the parade of bikes along Branham Lane near his home. “As a matter of fact I’d be better prepared for it. My bike tires would have air in them.” Not knowing what Viva CalleSJ was until it was underway, residents like him, who might have been willing participants, found themselves instead only onlookers. Some expressed remorse that they missed the opportunity to take part or invite family to take part and, only in seeing the event, understood that it would have been an appealing activity. By and large, though, the perceived challenges that worried some residents (mainly the road closure) seemed to be outweighed by their appreciation of a fun, community-oriented, family-friendly event.

One area resident in her 40s participated in the event on foot, along with her teenage son, whom she was pushing in a wheelchair, and expressed that they were thrilled with the opportunity. Yet they participated almost by accident: the woman explained that they often went for walks in the neighborhood from the apartments they live in just east of the event route, so although she had heard little about the event beforehand and had not understood what it would be like, they were pleased to find Monterey Road closed to cars and full of people.

To that end, one did not have to go far off of the main route to realize just how *little* impact Viva CalleSJ was actually having on daily life in some surrounding neighborhoods. To be sure, traffic was backed up on the larger cross streets where drivers waited to cross the event route when allowed and on some adjacent streets where they were diverted. But in some communities, very few of the residents

themselves seemed to be aware that a major event was happening just a few blocks away. In the Seven Trees neighborhood, for instance, a predominantly Latinx and working class area just south of Capitol Expressway, most residents appeared to be going about their daily lives as if the only thing different that Sunday morning was the unusual back-up of cars on 7 Trees Boulevard and Capitol Expressway. The occasional group on bikes appeared to be heading towards Viva CalleSJ, but it was nowhere near the steady stream of families headed toward the event observed in the more affluent Berry Park neighborhood just a few blocks to the southeast. At a 7-11, people stood looking out to Monterey Road where Viva CalleSJ was in full swing, perhaps in wonderment, maybe even confusion. The large grocery store in the 7 Trees shopping center was busy with Sunday shoppers, not event participants. Further west, there was little sign at all that a major open streets event was taking place nearby.

In examples such as these, there are clear missed opportunities for the City to better inform residents and define Viva CalleSJ in advance. In so doing, perhaps also through outreach to local neighborhood groups, churches, and community-based organizations, organizers could potentially increase participation among a wider array of San Joseans, especially those not immediately drawn to a bike-centric event. Reaching nearby residents who chose to go about their day as usual rather than participate in Viva CalleSJ could foster a more diverse and inclusive event in the future.

The study did find a higher level of awareness about the event's purpose and potential impacts among those residents of neighborhoods at the northern end of the route who remembered a prior Viva CalleSJ passing nearby. And indeed, many uninformed residents interviewed said that they looked forward to seeing the event take place in their neighborhood again and participating the second time around.

Viva CalleSJ was also an invitation for residents of the S. Monterey Road corridor to see their own neighborhood from a unique point of view. *What* they saw, however, becomes the question. Was it a picture of what the area has to offer, even what it could be? Or was it a reminder of what they live day-in and day-out, only this time slowed down to the pace of a walk or a bike ride? Residents we talked to in the middle or "industrial" section of the route emphasized how badly they felt the neighborhoods there need investment, especially in terms of things such as safe streets, parks, and other places for families.

ATTITUDES OF VIVA CALLESJ PARTICIPANTS

One finding from the interview study confirms the results of the event-day survey: Viva CalleSJ participants had a great time. Our conversations with participants during the event reflected overwhelmingly positive sentiments, with many people noting that they would like to see an event like this happen again and to see it come to their neighborhoods. They appreciated that it was a family friendly activity that promoted exercise and a healthier lifestyle. Several people mentioned that they appreciated the event because it felt safe to bike on the streets, where they do not usually feel safe doing so. "I don't have to worry about getting run over by a car," one participant said. These sentiments correspond closely with the city's goals for Viva CalleSJ.

Many of the participants we interviewed who live relatively near the route said they do not normally use bicycles as their main mode of transportation. For people who came from other parts of the city and beyond, the event also served as an impetus for them to explore an unfamiliar neighborhood and local businesses that they would usually just drive past. Participants also felt that Viva CalleSJ helped to bring a sense of community and civic pride to the area and to the city as a whole.

The small number of more negative sentiments recorded had mainly to do with comfort along the route. The day of the event was warm and sunny, and some stretches of street (especially south of Alma Avenue) are quite barren, with little shade and few obvious places to stop and rest. Some participants suggested that there should be more frequent water stops along the route, especially in the long segment between the hubs at the Fairgrounds and Martial Cottle Park.

To complement the interview findings, we analyzed the written responses to the open-ended question on the participant survey (Question 14). This question asked: “On the back of this page, please describe how you think VivaCalleSJ benefits the community.” In analyzing the results from 569 answers to this question, a number of prominent themes emerged from the collected responses. By far the most common sentiment (in approximately half of responses) was that the event brought the community together and was a positive catalyst for social interaction. Five other prominent themes, found in between 10 and 20 percent of the responses, included that Viva CalleSJ provides exercise and health benefits, provides opportunities for people to explore the city and neighborhoods that they likely wouldn’t otherwise visit, is fun, is a multigenerational or family friendly activity, and celebrates active transportation.

A smaller number of respondents (10% or fewer) also noted that the event supports local businesses, reported feelings of civic pride from taking part in the event, and emphasized appreciation for the safe, car-free environment it creates. Fewer than 5% of respondents noted that the event positively celebrates music, arts, and culture, promotes equity across race and class lines, provides environmental benefits, and offers a nice change of perspective on the city. Some respondents also used this open-answer space to express gratitude for the event and make suggestions about future events.

Strikingly, over half of surveyed participants indicated that they felt the event served to bring the community together. This topic was significantly more prevalent than the other themes. The thematic categories and responses may be skewed somewhat based on the content of the question, which included the word “community” in it. However, this sentiment was also reflected in many of the interviews conducted with local businesses, local residents, and participants.

THE DIGITAL LIFE OF VIVACALLESJ

Social media can be used as a tool by event organizers to reach vast numbers of people with minimal effort, attracting and informing participants, and can provide a platform for participants to share and reflect on their experiences at any time. The ability to allow for comments and pair a picture or video with a description of an experience potentially

opens up dialogue and promotes discussions, positive or negative. Researchers looked at the social media presence of Viva CalleSJ 2018 in a variety of ways, mainly through the most popular app-based social network platforms (Facebook, Twitter, Instagram) as well as the multiplayer augmented reality game “Pokémon Go,” which was an official part of the day’s activities.

The Viva CalleSJ Instagram account had about 1,500 followers in the fall of 2018, after the event, and there were over 2,500 independent Instagram posts with the #VivaCalleSJ hashtag. These posts contain compelling, storytelling images and videos from the most recent and previous events. The images were dominated by people on bicycles, of course, but there were also other trends of note: several posts featured musicians or were performance-themed, and food and especially alcoholic beverages were featured. The social media posts serve as an anecdotal indicator of some of the things that people enjoyed most about the Viva CalleSJ event. It is also worth noting that, since Instagram users tend to skew younger than both Twitter and Facebook users, a strong showing denotes interest and enthusiasm among young people.⁷

The Viva CalleSJ Facebook page had almost 5,000 likes and provides detailed information about the organization and the event. The Facebook page has over 100 mobile uploaded photos, with most focusing on groups of enthusiastic participants and booths and entertainment provided by contributing organizations. We also saw that people who follow the page share what the organization posts, which helps spread the word about the events and the work they do for the community. As events take place in the future, participants will continue to share these pages and use the hashtags, which allows for a wider population to hear about Viva CalleSJ.

On Twitter, the Viva CalleSJ organization tweeted under the @VivaCalleSJ handle and promoted the hashtag #VivaCalleSJ. The account, which has over 1,000 followers, was used to provide information before, during, and after the event, including “live-tweeting” throughout the day itself. Live-tweeting can be helpful to motivate people who were still considering coming or might be hearing about the event for the first time, as well as to shape the online conversation. Tweets during the event highlighted things like art projects and the hubs along the route, which may have helped motivate participants who needed “more than a bike ride” to come out. The @VivaCalleSJ account received a large number of retweets and was referenced by many of the participating organizations, especially AARP California (@AARPCA), the Silicon Valley Bicycle Coalition (@bikesv), San José Parks & Rec (@sjparksandrec) and the Valley Transit Authority (@VTA). A brewery, two restaurants, a bike clinic, and Ford GoBike also tweeted at @VivaCalleSJ during the event.

A different sort of online activity at Viva CalleSJ was a tie-in with Pokémon Go, an augmented reality mobile game created by the company Niantic, in which players move through the real world but through the view of their smartphones, on which they can see game features all around them (including animated monsters that they must “catch” to earn points). Pokémon Go players turned out in large numbers for the event: Niantic reported to the city that 4,600 players walked a combined 11,181 miles.⁸ Researchers encountered groups of them along the entire route.

Overall, interviewed players expressed some disappointment in the Pokémon Go tie-in. Some buzz had developed in advance due to the game's inclusion in VivaCalleSJ 2017, and the convenient timing of Viva CalleSJ 2018 with a global in-game special event also encouraged some people to participate, as the odds of catching certain characters was perceived to be greater in large groups of players. However, once VivaCalleSJ got underway in 2018, Niantic's efforts were termed "lackluster" by many players interviewed. "It wasn't worth the 3-block trip from my house," remarked one player who had come to Martial Cottle Park during the event in order to play.

Because the partnership between Niantic and the City of San Jose was official, the Pokémon Go crowd believed the Viva CalleSJ event was going to be akin to a regional Pokémon Go event. This did not appear to officially be the case. Apart from several event-themed Pokéstops and gyms, interviews and participant observation suggested there were not dramatically more Pokémon creatures "spawning" along the route than any high concentration of players might normally induce, nor did there appear to be any special creatures for players to find.

There was broad agreement among those interviewed that Niantic failed to show for its community. "Why do other regions get kick-ass events and we get this nonsense?" one player asked. Another remarked that he expected the winner of a raffle being held at the Niantic booth "to ask Niantic why they neglect Viva Calle compared to other [regional] events."



Figure 4. Pokémon Go Players Gather in Hopes of Catching a "Mewtwo" at Martial Cottle Park during Viva CalleSJ. Source: photo by Kevin Kochever.

More could have been done to make the most of a partnership with Niantic. In-game Gyms

and Pokéstops could have been installed for the day to attract players to specific locations or businesses beyond those at the hubs—say, in less-travelled areas—especially given Pokémon Go players’ penchant for travelling off the beaten path. To enable repeat visitors, EX Raid passes could have been given out in less-traveled areas as well. Also, although Pokémon Go players typically comprise a large diversity of ages including many children, many, if not most, of the Pokémon Go players encountered on the route were adults. More might have been done to take advantage of Pokémon’s dedicated and age-diverse player base. There was also a missed opportunity in not making the Viva CalleSJ event a regional Pokémon Go event, as this would have attracted a substantial regional, national, and perhaps even international crowd, contributing to San José’s tourism industry, as well as provide free advertising of the San José area on myriad social media platforms. Still, the tie-in did bring some people out who would not otherwise have attended. And, to some extent, this did have one desired effect: “Well, I figured the point of the event is to discover the streets of San José and get some exercise,” one Pokémon player remarked, “so might as well walk around and see what else is going on.”

CONCLUSION

In the interview process, researchers spoke to representatives of local businesses, area residents, and event participants. They also examined responses to an open-ended survey question, and looked at social media around the Viva CalleSJ event. If a general conclusion can be drawn from these various findings, it is that, for as much as the event was clearly a net positive in the eyes of most (the owners of a handful of auto-oriented businesses excepted), there were many missed opportunities to make more of the event for different constituencies, which planners might hope to ensure are not missed next time. This is especially true in our findings from conversations with businesses and local residents. In general, although responses by non-participants were mainly positive about the event, residents and businesses clearly could have been better informed. The issue is not simply more effectively getting the word out, but a missed opportunity therein to actually get more people more effectively involved while defining the event (for businesses, residents, and participants) in advance as the city wants it to be defined. In terms of outreach to businesses, for example, a goal might be to make them better informed about what is coming and, especially, actually help them to plan to take advantage in any number of ways.

Among area residents, there was an opportunity to expand participation to include more people from neighborhoods where locals may be less accustomed to riding bikes recreationally. Can investing in neighborhood pockets such as the 7 Trees neighborhood translate into Viva CalleSJ participation? Thinking further, how might tapping into the Pokémon Go community’s habit of travelling off the beaten path influence areas off the route proper? If inclusivity and diversity in participation is a key goal of Viva CalleSJ, engaging residents in areas like this, right along the event route, is an obvious way to do so.

V. CONCLUSIONS

SUMMARY OF KEY FINDINGS

The Participants

Survey respondents were a diverse group, suggesting a similar diversity of event participants. (Since the survey did not use a random sampling method, the results cannot be assumed to reflect all participants. Respondents were evenly balanced between men and women. Just over one third (34%) said they were Hispanic, one third (33% identified as white-only and 18% identified as Asian / Asian American. In terms of age, 50% of respondents were 25- to 44-years-old. The majority of respondents lived within the San José city limits (77%), and 15% came from a single ZIP code in central San José, 95112, which includes the top half of the event route and many of the densely populated urban neighborhoods to the north of it.

The Participant Experience

The most popular way to access the event was by car (41%), although a little over one third of respondents came by bicycle (33%). In response to a question about their reasons for attending the event, the most common responses were “it sounded like fun” (71%), “get some exercise (55%), and “socialize with others” (46%). Also popular were “ride or walk without worrying about traffic” (45%) and “support the community” (39%.

Several survey questions asked people what they did at the event. Forty-nine percent of respondents bicycled the route and 52% walked or jogged, almost identical percentages as the previous year. Interestingly, 3% reported using an electric device (e.g., a scooter or hoverboard), which was a new response option added this year. More than two-thirds (69%) estimated that they participated in more than 60 minutes of physical activity while at the event. This year, participants had the option to play Pokémon GO at the event and over 200 respondents reported playing the game during the event.

Most respondents (94%) expected to spend some money while at the event. One third expected to spend more than \$21 (33%), and one third expected to spend \$11 to \$20. Looking at what kind of purchases respondents had already made at the time they were surveyed, the most common were food and drink: 28% made a purchase at food trucks and 17% ate at restaurants along the route. In addition, 11% bought something from a store along the route and 8% made a purchase at SJMADE, a craft vendor fair set up for the Viva CalleSJ event. About half of respondents (48%) indicated that they had not yet made a purchase at the time of taking the survey.

The interview results confirmed that Viva CalleSJ participants were resoundingly positive about their experience. People liked the event because it felt fun and safe to bike on streets where they do not usually feel comfortable, and they enjoyed the opportunity to visit neighborhoods and local businesses that they do not otherwise have reason to visit. (The survey found that many respondents came from ZIP codes other than

those that include the 2018 event route.) Many people remarked that they wished a Viva CalleSJ route would come through their own community in the future. A very common sentiment, in both interviews with participants and survey responses, was that the event brought people together from all across the city and inspired a sense of community and civic pride. Others reported that they appreciated the exercise and health benefits of active transportation.

The few exceptions to the overwhelmingly positive experiences were mainly about a lack of shade, water, and other amenities along certain portions of the route. Also, many of the Pokémon Go players at Viva CalleSJ 2018 expressed some disappointment with the quality of the augmented reality game tie-in.

The Experience in Viva CalleSJ Neighborhoods

Likely the most important finding to consider for future open-streets events is that there was a considerable degree of confusion and lack of information about Viva CalleSJ among both businesses and area residents prior to the event. Many interviewees reported that they were not well-informed either about the nature of the event or, in some cases, even of the impending street closure. This is especially significant for businesses, which were unprepared to take advantage of any opportunities presented by their location along the event route.

Neighborhood residents, too, were fairly uninformed, with some telling interviewers that they were uncertain and apprehensive about what it would bring. It was clear that these residents would have benefited from better understanding both of the event itself and how they could plan around or participate in it (much like some of the surrounding businesses). Any such improvements in communication and understanding would undoubtedly have furthered the success of the event by potentially increasing attendance and enthusiasm. Targeted outreach to communities along the event route in the future could increase the diversity of participants as well.

Researchers also found that some businesses, whether informed or not, were frustrated or upset about what they perceived to be a negative impact on their business. This was especially common among auto-oriented businesses, of which there were many along this year's route. Not only did such businesses not have obvious ways to profit from a bicycle and pedestrian event, but they were more directly impacted by road closures that prevented customers from reaching their businesses by car.

Food and beverage businesses, on the other hand, were found to be more supportive of the event both before and after it occurred. This included everything from fast food restaurants to breweries, which were observed and reported to be noticeably busy during the event, seemingly regardless of whether they were well-informed in advance. The choice of the event route itself might be considered in terms of the preponderance of businesses that would likely be positively or negatively impacted.

It may never be possible to find a perfect open streets event route where all businesses are expected to benefit, but routes such as Viva CalleSJ 2018, with minimal pre-existing

walkable shopping streets and a large proportion of industrial and auto-oriented businesses, are especially challenging. When planning future events, the city might take additional steps to reach out to businesses along any such route, not only to better inform them of the impending road closure and the reasons for it, but to actively help them prepare to make the most of it.

IMPLICATIONS FOR THE VIVA CALLESJ PROGRAM IN THE FUTURE

The study results document that the Viva CalleSJ open street event did achieve the organizers' goals and resulted in significant community benefits. Among the positive outcomes for both participants and neighboring businesses:

- Participants were resoundingly positive about their experience. People liked the event because it felt fun and safe to bike on streets where they do not usually feel comfortable. They also appreciated that the event brought people together from all across the city and inspired a sense of community and civic pride.
- The event succeeded in providing the majority of participants with at least one hour of physical activity.
- Many businesses profited from the increased patronage, particularly food and beverage outlets.

Despite these many positive outcomes, the study results also suggest opportunities for improving future events:

- Viva CalleSJ organizers could do more to communicate with businesses and community members along the planned route, well in advance of the event. This outreach would allow businesses to prepare both to take advantage of the event traffic and to cope with limited vehicular access to their premises. For example, the city might provide written guides explaining how local businesses can take advantage of the event.
- An analogous program for area residents could be designed to better inform and involve them as well. Targeted outreach through community-based organizations, in particular for neighborhoods along the route, might increase participation there.
- Event organizers should carefully select routes that balance the need to bring attention and potential investment to all parts of the city with the fact that some areas may not be conducive to successful open-streets events.
- If the City of San José formally partners with Niantic on future Viva CalleSJ events, the Pokémon Go experience should be distinct and memorable to maximize the potential of partnering with a popular game and make sure participants do not leave disappointed.

STUDY LIMITATIONS AND RECOMMENDATIONS FOR FUTURE STUDIES

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 affected the results. First, as discussed above, surveyors had to try to stop people who were 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 or other wheeled devices and participants who spoke many languages other than English. Finally, for this project, the surveyors were volunteers, so time for training was limited.

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 more time at training sessions prior to the event. Another option would be to push surveys over social media platforms to people at the Viva CalleSJ event.

In future years, the survey could also include more open-ended questions. These questions are time-consuming to analyze but can yield insights into participants' motivations for attending and the characteristics of the event that they valued (or disliked). Such insights not only allow event organizers to plan the event in ways that participants will value, but can also be used to create marketing campaigns. Given a large enough sample size, the results would allow organizers to develop marketing campaigns targeting different segments of the population, whether gamers, families, or older adults.

Finally, it would be useful to consider additional evaluation methods that explore how participating in the event might have impacted participants or businesses over time. For example, perhaps the survey could ask for contact information for anyone willing to do an interview a month after the event.

APPENDIX A: SURVEY QUESTIONNAIRE

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



Thank you for taking this voluntary survey. Your answers will help improve future Viva Calle events. There are no right or wrong answers. You may skip any question. Responses are anonymous.

1. How many times have you attended Viva CalleSJ before today?
 - None (this is my first time)
 - 1
 - 2
 - 3
2. How did you get to Viva CalleSJ today? (Check all that apply)
 - Car
 - Public transit (bus, light rail, train)
 - Walk/jog
 - Bike (personal)
 - Bike-share or scooter-share (Ford GOBike, Lime or Bird Scooter, etc.)
 - Other (please specify) _____
3. How are you moving along the Viva CalleSJ route? (Check all that apply)
 - Bike
 - Walk/jog
 - Electric device (scooter, hoverboard, etc.)
 - Other (please specify) _____
4. What are your reasons for participating in Viva CalleSJ? (Check all that apply)
 - It sounded like fun
 - Get exercise
 - Explore neighborhoods
 - Socialize with family/friends
 - Ride or walk without worrying about traffic
 - Support the community
 - Play PokemonGO
 - Just happened upon it
5. 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
6. How much money are you likely to spend at Viva Calle SJ?
 - \$1 - \$10
 - \$11 - \$20
 - \$21 or more
 - Nothing
7. So far, have you spent money at any of these? (Check all that apply)
 - Food trucks at activity hubs
 - SJMADE craft vendor fair
 - Restaurants/food shops on route
 - Stores on the route
 - Other (please specify) _____
 - None - I have not spend any money
8. How long have you been at Viva CalleSJ?
 - Less than 1 hour
 - 1 - 2 hours
 - More than 2 hours
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) _____
14. On the back of this page, please describe how you think Viva CalleSJ benefits the community.



Gracias por tomar esta encuesta voluntaria. Sus respuestas ayudarán a mejorar eventos de Viva CalleSJ en el futuro. No hay respuestas correctas o incorrectas y usted puede omitir cualquier pregunta. Respuestas son anónimas.

1. **¿Cuántas veces has ido a Viva CalleSJ antes de hoy?**
 - Ninguna (esta es mi primera vez)
 - 1
 - 2
 - 3
2. **¿Que transportación usaste para llegar a Viva CalleSJ hoy? (Marque todos los que correspondan)**
 - Carro
 - Transporte público (autobús, tranvía, tren)
 - Caminando/corriendo
 - Bicicleta (personal)
 - Bicicleta Electronica o compartida por aplicación de celular (Ford GOBike, Lime Bike, Bird Scooter, etc.)
 - Otro (por favor especifique) _____
3. **¿Como vaz de lugar a lugar en la ruta de Viva CalleSJ? (Marque todos los que correspondan)**
 - Bicicleta
 - Caminando/corriendo
 - Bicicleta o scooter electrico (scooter, hoverboard, etc.)
 - Otro (por favor especifique) _____
4. **¿Cuales son sus razones por participar en Viva CalleSJ?(Check all that apply)**
 - Sonaba como divertido
 - Hacer ejercicio
 - Explorar vecindarios
 - Socializar con la familia/amigos
 - Caminar o correr sin preocuparse por el tráfico
 - Apoyar a la comunidad
 - Jugar PokemonGO
 - Camine alrededor y lo vi
5. **¿Hoy, en Viva CalleSJ, cuanto tiempo espera mantenerse fisicamente activo?(senderismo, ciclismo, Zumba, etc.)**
 - Menos de 30 minutos
 - 30 to 60 minutos
 - Mas de 60 minutos
6. **Aproximadamente cuanto dinero crees qu vas a gastar en Viva CalleSJ?**
 - \$1 - \$10
 - \$11 - \$20
 - \$21 o mas
 - Nada
7. **¿Hasta ahora, ha gastado dinero en alguno de estos lugares? (Marque todos los que correspondan)**
 - Camiones de alimentos y hubs de actividad
 - Feria de SJMADE de proveedores de artesanía
 - Restaurantes/tiendas de alimentos en la ruta
 - Tiendas en la ruta
 - Otro (por favor especifique)_____
 - Nada - No tengo dinero para gastar
8. **¿Cuánto tiempo has estado hoy en Viva CalleSJ?**
 - Menos de 1 hora
 - 1 - 2 horas
 - Mas de 2 horas
9. **¿En qué ciudad vives?** _____
10. **¿Cuál es el código postal?** ____ _
11. **¿Cuántos años tienes?** _____
12. **¿Cuál es tu género?** _____
13. **¿Cuál es su raza u origen? (Marque todos los que correspondan)**
 - 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) _____
14. **Al reverso de esta pagina, por favor describa cómo cree usted que Viva CalleSJ beneficia a la comunidad.**



Cảm ơn bạn đã tham gia cuộc khảo sát tự nguyện này. Câu trả lời của bạn sẽ giúp cải thiện các sự kiện Viva Calle trong tương lai. Không có câu trả lời đúng hay sai. Bạn có thể bỏ qua bất kỳ câu hỏi nào. Câu trả lời là ẩn danh.

1. Bạn đã đi Viva CalleSJ bao nhiêu lần rồi?

- Chưa bao giờ
 Một lần
 Hai lần
 Ba lần

2. Bạn đến Viva CalleSJ bằng cách nào?

(Chấm điểm tất cả áp dụng)

- Xe hơi
 Xe buýt, xe lửa, hoặc tàu điện
 đi bộ
 Xe đạp
 Thuê một chiếc xe đạp hoặc xe tay ga
 Cách khác _____

3. Bạn sẽ đi theo tuyến đường Viva CalleSJ như thế nào? (Chấm điểm tất cả áp dụng)

- Xe đạp
 đi bộ
 Thuê một chiếc xe đạp hoặc xe tay ga
 Cách khác _____

4. Lý do bạn để đi Viva CalleSJ là gì?

(Chấm điểm tất cả áp dụng)

- Nghe Viva CalleSJ rất là vui
 Cho Tập thể dục
 Khám phá vùng lân cận
 Nói chuyện với gia đình/bạn bè
 Đi xe hoặc đi bộ mà không lo lắng về giao thông
 Ủng hộ cộng đồng
 Chơi PokemonGo
 Đi bộ bởi nó

5. Ở Viva CalleSJ bạn mong đợi bao lâu thể chất hoạt động? (đi bộ, đi xe đạp, Zumba, etc.)

- ít hơn 30 phút
 Khoảng 30 hoặc 60 phút
 Nhiều hơn 60 phút

6. Bạn có khả năng chi tiêu bao nhiêu tiền ở Viva CalleSJ?

- Từ một đến mười đồng \$1-\$10
 Từ mười một đến hai chục đồng \$11-\$20
 Nhiều hơn \$21
 Không tiêu một đồng nào cả

7. Bạn đã xài tiền ở những tiệm này chưa? (Chấm điểm tất cả áp dụng)

- Xe thức ăn hoặc các trung tâm hoạt động
 SJMADE nghề làm bằng tay ở hội chợ
 Nhà hàng trên tuyến đường
 Cửa hàng trên tuyến đường
 Cách khác _____
 Chưa xài tiền

8. Bạn đã ở Viva CalleSJ bao lâu rồi?

- ít hơn 1 tiếng
 1 hoặc 2 tiếng
 Nhiều hơn 2 tiếng

9. Bạn ở thành phố nào? _____

10. Zip code của bạn là gì? _____

11. Bạn bao nhiêu tuổi? _____

12. Giới tính của bạn là gì? _____

13. Chủng tộc hoặc nguồn gốc của bạn là gì?

(Chấm điểm tất cả áp dụng)

- Người Mỹ Da Đỏ hoặc Thổ Dân Alaska
 Châu Á hoặc Châu Á-Mỹ
 Người Mỹ đen hoặc người Mỹ gốc Phi
 Gốc Tây Ban Nha, hoặc Tây Ban Nha
 Người Hawaii bản xứ hoặc người Thái Bình Dương
 Mỹ trắng
 Cách khác _____

14. Ở mặt sau của trang này, vui lòng mô tả cách thức bạn nghĩ Viva CalleSJ ơn huệ cộng đồng của chúng tôi.

APPENDIX B: SURVEYOR TRAINING AND SURVEY ADMINISTRATION DEBRIEF

VIVA CALLESJ SURVEYOR INSTRUCTIONS

WHAT TO WEAR

The two keys to dress are that you be comfortable and that you represent San José State University in a professional manner. With these goals in mind, you should wear:

- Your CommUniverCity t-shirt (please wear this ONLY while surveying; if you want to enjoy Viva CalleSJ before or after you work, please wear something different)

You may NOT alter your t-shirt in any way (no removing the sleeves, etc.)

- Something comfortable on the bottom (pants, shorts, a skirt) that is not too short (i.e., no shorter than mid-thigh)
- Shoes you can walk and stand in comfortably
- Hat (optional)
- Sunglasses (optional)

WHAT TO BRING

Bring water to drink and your mobile phone, in case you need to contact the survey coordinators.

Some optional things to bring are:

- Bicycle, scooter, roller-blades, or some other wheeled device you can use to move around the event. (You should have something you can easily lock up or carry in a backpack when you aren't riding it, so that you don't have to worry about it while you are surveying.)
- A messenger bag to hold your surveying materials.
- Sunscreen

HOW TO GET TO THE EVENT

Parking near the event will be very difficult, so try to take transit, carpool, or walk/bike to the event.

Information about transit and driving options is [here](#)

SURVEY STATION LOCATIONS

You will check in to pick up surveys from your assigned Survey Station (these are the 3 Activity Hubs). Your Survey Station will be staffed by a faculty member helping to coordinate your work.

LOCATIONS WHERE TEAMS WILL SURVEY (“SURVEY ZONES”)

Each team of 2 surveyors will be assigned to one of 11 survey zones when they show up at the Survey Station.

WORK SCHEDULE

SHIFT 1

Activity	Time
Check-in at your assigned Survey Station	10:00 am - 10:30 am
Administer surveys	11:00 am - 12:30 pm
Check-out at assigned Survey Station	12:30 pm - 1:30 pm

SHIFT 2

Activity	Time
Check-in at your assigned Survey Station	11:30 am - 12:00 pm
Administer surveys	12:30 pm - 2:00 pm
Check-out at assigned Survey Station	2:00 pm - 3:00 pm

CHECK-IN INSTRUCTIONS

Go to your assigned Survey Station. Here, you will pick up materials, be assigned to a team, and be reminded of how to conduct the survey.

The Survey Zone Coordinator will give you a CommUniverCity tote bag that contains:

- A copy of this Survey Training Manual
- 2 clipboards for survey respondents to use, each with a copy of the Consent Notice taped on.

- Blank surveys (25 English, 10 Spanish, 5 Vietnamese)
- Extra copies of the Consent Notice to give away as needed.
- 10 golf pencils in a ziplock bag
- An envelope for collecting completed surveys

Surveyors will be paired into teams, and each team will be assigned a team ID letter. (You will write your team letter on each survey AFTER it is completed. Details below.)

The Zone Coordinator for your zone will remind you about the survey process and answer any questions about the surveying procedure. If there is time, you may practice recruiting respondents once or twice.

RECRUITING SURVEY RESPONDENTS

Work with your partner to come up with a surveying system that works best for you, in terms of who approaches participants, distributes surveys, and collects completed surveys. As you do this, follow the guidelines on this page as much as possible.

Your main goals as a surveyor are to:

- Get as many completed surveys as possible.
- Get survey responses from a DIVERSE set of people (by age, gender, race, etc.)

Here are two tips to help you achieve a diverse set of respondents:

1. Be sure you talk to all types of people, not just those you are most comfortable approaching
2. Recruit respondents from different locations within your zone; don't stay in just one place

Follow these steps when seeking respondents:

- A. Approach only people who look like they might be at least 18 years old.
- B. Ask the person to participate, using this language (or a slight modification):

Hello! Would you fill out this 2-minute survey about your experience at VivaCalle? The survey is anonymous, and your answers will help the city improve future Viva CalleSJ events.

If the person might be under 18, then say:

We are only surveying people who are at least 18 years old. Are you?

For anyone who is under 18, says s/he has already completed a survey, or just refuses the survey, say something like:

Thanks anyway. Hope you have a good day at Viva CalleSJ!

For everyone over 18 who agrees to participate:

Hand the participant the survey on a clipboard and a pencil, along with a consent form, and say:

Please return the survey to me when you are done. You may keep the page with information about the survey.

D. Proceed to a nearby Viva CalleSJ participant and repeat this process.

If possible, have multiple people taking the survey at the same time.

CHECK-OUT

After you complete your surveying shift, return to the same location where you checked in at the beginning of the day.

On each completed survey, write your team ID and number the surveys sequentially at the lower right hand corner (e.g. Team AB would mark their surveys as follows: AB1, AB2, AB3, AB4, AB5, etc.).

You will also be asked to complete a quick feedback form regarding your experience conducting surveys at Viva CalleSJ.

FAQS

1. What should I do if someone I try to survey acts in an angry or threatening way?

Try to end the conversation calmly, and stay close to your teammate. Don't do anything that feels unsafe.

2. Can I give the survey to more than one person in a group?

Yes.

3. If someone asks me what a survey question means, is it ok to answer the question?

Don't try to explain the question. Just ask people to answer the question as best

they can and to remember that there are no right or wrong answers.

4. What do I do if someone asks me to read the questions to him/her?

It's ok to read the questions aloud and record the responses for someone who requests this. However, try not to do this for many people, as it will slow you down.

5. What if I run out of blank surveys or pencils?

Pick up more supplies from your Zone Coordinator.

6. What do I tell someone who asks who is conducting the survey or how to see the final results?

Professors from San José State University are conducting the survey, with support from CommUniverCity. The final report will be up on the MTI website by June 2019 (<http://transweb.sjsu.edu/>).

ACRONYMS AND ABBREVIATIONS

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

ENDNOTES

1. With no registration, no formal start or finish line, and limitless entry points of entry, accurate counts for open streets event are very difficult to obtain. The City of San José had staff and volunteers with hand clickers counting attendance at activity hubs and specific crossing points, combined with a formula for estimation based on past events. The official estimate of 125,000 participants was reported to the researchers by PRNS staff.
2. “2015 Open Streets Lake Participant Survey” (Minneapolis, no date), (www.surveymonkey.com/r/ZCVCPCC (accessed November 6, 2015); Victoria Adetuyi, et al, “Open Streets Comparative Analysis” (no date; unpublished paper prepared for a class at Santa Clara University, Department of Environmental Studies and Sciences); CicloSDias San Diego, “Open Streets Celebration Survey” (no date), www.surveymonkey.com/s/cicloSDias (accessed November 6, 2015); Nicholas Heimann, Evaluation of Open Streets: A Comprehensive Report of Fort Collins’ First Open Streets Event (October 2014), www.fcgov.com/openstreets/pdf/2014-comp-eval-report.pdf?1427730884 (accessed November 6, 2015); Nicholas Heimann, Open Streets Evaluation Supplemental Materials Manual (October 2014), www.fcgov.com/openstreets/pdf/2014-comp-eval-report-appendices.pdf?1427730884 (accessed November 6, 2015); Aaron J. Hipp and Amy Eyler, Open Streets Initiatives: Measuring Success (2014), http://activelivingresearch.org/sites/default/files/OpenStreetsMeasuringSuccess_Sept2014.pdf (accessed November 6, 2015); “Miramar Peninsula Ciclovia 2015 User Survey” (no date), www.surveymonkey.com/r/?sm=mQvmdLz7U7KpmzDvWBam2A%3D%3D (accessed September 6, 2015); “Open Streets Day Survey: Langa” (March 2015), www.surveymonkey.com/r/?sm=nvqKHR44%2Bptv69%2Fs%2BCVjhC608gw%2FFo7QhjZrNlw3Rvc%3D (accessed November 6, 2015); Kimberly N. Vacca, A Social and Economic Impact Assessment of Active Streets: A Gainesville, Florida Case Study (thesis prepared for Master of Urban and Regional Planning, University of Florida; 2015); Susan G. Zieff, et al., “A ‘Ciclovia’ in San Francisco: Characteristics and Physical Activity Behavior of Sunday Streets Participants,” *Journal of Physical Activity and Health* 11 (2014): 249–255.
3. See Asha Weinstein Agrawal and Hilary Nixon, A Survey of Viva CalleSJ Participants: San Jose, California 2015 (San Jose: Mineta Transportation Institute, January 2016); Agrawal and Nixon, A Survey of Viva CalleSJ Participants: San Jose, California 2016 (San Jose: Mineta Transportation Institute, November 2016); and Agrawal and Nixon, A Survey of Viva CalleSJ Participants: San Jose, California 2017 (San Jose: Mineta Transportation Institute, April 2018).
4. For example, Mario Luis Small, “How Many Cases Do I Need?” *Ethnography* 10, no. 1 (2009), pp. 5–38; Pierre Pluye and Quan Nha Hong, “Combining the Power of Stories and the Power of Numbers: Mixed Methods Research and Mixed Studies Reviews,” *Annual Review of Public Health* 35 (2014): 29–45.
5. Alan Bryman, “The Debate about Quantitative and Qualitative Research: A Question of Method or Epistemology?” *The British Journal of Sociology* 35, no. 1 (1984), pp. 75–92.

6. Although surveyors were given the same instructions all three years, there was some variability in how the surveyors carried out those instructions.
7. Aaron Smith and Monica Anderson. "Social Media Use in 2018," Pew Research Center (2018). <https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/> (accessed February 13, 2019).
8. These numbers were provided in email communication with City of San José PRNS staff.

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Dr. Cushing is the Executive Director of CommUniverCity SJSU, a nationally recognized partnership between the City of San José, San José State University, and downtown residents focused on improving community health and the environment, fostering a college-going culture in area youth, and enhancing neighborhood infrastructure in low-income communities. She is also a Professor in the Department of Environmental Studies at San José State University, where she directs the Global Studies program and advises the Provost's Office on sustainability strategy. Her primary areas of expertise are community-engaged learning, water resources management, environmental policy implementation, and sustainability in higher education. She earned a BS in Industrial Engineering from

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