



A Survey of Viva CalleSJ Participants – San Jose, California 2017

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This report presents the findings from a survey of participants at the Viva CalleSJ open streets event held on September 17, 2017, in San José, CA. This event was the third Viva CalleSJ organized by the City of San José. 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.

Over three-quarters of participants estimated that they got more than 60 minutes of physical activity at the event.

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 130,000 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 José. 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 860 people turned in surveys usable for analysis.

Findings

Who participated? The respondents were evenly balanced between men and women, and 57% were between the ages of 25 and 44. In terms of race and ethnicity, 35% were white-only.

How did respondents travel to the event? The most popular way to access the event was by car (47%), although a little over one-third of respondents came by bicycle (36%).

Why did they attend Viva CalleSJ? The most common reasons were “it sounded like fun” (59%), “get some exercise” (58%), and “explore neighborhoods” (51%).

What did respondents do at the event? Roughly half bicycled and half walked at the event, and 77% estimated that they got more than 60 minutes of physical activity. Of the organized activities available, the most popular was watching entertainment (57%). This year participants had the option to play Pokémon GO at the event, and although the survey did not ask directly about this, 18% of respondents volunteered that they played the game.

Did respondents spend money at the event? Most respondents expected to spend some money while at the event, with over a third expecting to spend more than \$20.



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.
- Entertainment, food trucks, and resource tables are the programming likely to attract the most participants.
- Integrating into the event a place-based smart-phone game like Pokémon GO can attract participants who might not otherwise attend, including people from outside San José.

About the Authors

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To Learn More

For more details about the study, download the full report at transweb.sjsu.edu/research/1730

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