

# A Survey of Viva CalleSJ Participants: San Jose, California, 2017



MTI Report WP 12-17



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REPORT WP 12-17

# **A SURVEY OF VIVA CALLESJ PARTICIPANTS: SAN JOSE, CALIFORNIA, 2017**

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April 2018

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

<b>1. Report No.</b> CA-MTI-18-1730	<b>2. Government Accession No.</b>	<b>3. Recipient's Catalog No.</b>	
<b>4. Title and Subtitle</b> A Survey of Viva CalleSJ Participants: San Jose, California, 2017		<b>5. Report Date</b> April 2018	
		<b>6. Performing Organization Code</b>	
<b>7. Authors</b> Asha Weinstein Agrawal, PhD, Hilary Nixon, PhD, and Cameron Simons		<b>8. Performing Organization Report</b> MTI Report WP 12-17	
<b>9. Performing Organization Name and Address</b> Mineta Transportation Institute College of Business San José State University San José, CA 95192-0219		<b>10. Work Unit No.</b>	
		<b>11. Contract or Grant No.</b> DTRT12-G-UTC21	
<b>12. Sponsoring Agency Name and Address</b> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">           California Department of Transportation            Division of Research, Innovation and Systems Information            MS-42, PO Box 942873            Sacramento, CA 94273-0001         </div> <div style="width: 45%;">           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         </div> </div>		<b>13. Type of Report and Period Covered</b> Final Report	
		<b>14. Sponsoring Agency Code</b>	
<b>15. Supplemental Notes</b>			
<b>16. Abstract</b> <p>This report presents the findings from a self-complete paper survey of participants at the Viva CalleSJ open streets event held on Sunday, September 17, 2017. The survey was designed to provide information that would help the City of San José assess the success of the event, guide planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of Viva CalleSJ. A total of 860 adults at the event completed the one-page paper survey. Survey findings provide detail about how people traveled to the event, their reasons for attending, what they did at the event, how much physical activity they got, and how much money they planned to spend while at the event. The survey also collected data on respondents' gender, age, and race/ethnicity.</p> <p>Notable findings include that over three-quarters of respondents expected to be physically active at the event for more than an hour, over one-third expected to spend more than \$20, and 22% volunteered that they played Pokémon GO, an augmented-reality game played on smart phones. The game maker enhanced the game along the 2017 Viva CalleSJ route for that day. This Pokémon GO factor likely explains why more people traveled from outside the City of San José to attend Viva CalleSJ in 2017 than did in the preceding two years.</p>			
<b>17. Key Words</b> Pedestrians; bicyclists; physical fitness; surveys	<b>18. Distribution Statement</b> No restrictions. This document is available to the public through The National Technical Information Service, Springfield, VA 22161		
<b>19. Security Classif. (of this report)</b> Unclassified	<b>20. Security Classif. (of this page)</b> Unclassified	<b>21. No. of Pages</b> 25	<b>22. Price</b> \$15.00

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Library of Congress Catalog Card Number:  
2018940320

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## **ACKNOWLEDGMENTS**

The researchers acknowledge and thank the people who responded to this survey. In addition, the investigators thank the Mineta Transportation Institute staff, including Executive Director Karen Philbrick, PhD; Publication Support Manager Joseph Mercado; Executive Administrative Assistant Jill Carter; and Editor Jan Steckel.

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## I. INTRODUCTION

This report presents the findings from a survey of participants at the Viva CalleSJ open-streets event held on Sunday, September 17, 2017. This event was the third Viva CalleSJ organized by the City of San José's Department of Parks, Recreation, & Neighborhood Services (PRNS). The survey was designed to provide information that would help the City of San José assess the success of the 2017 event, guide planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2017 Viva CalleSJ. This report also compares the 2017 survey results to those from similar surveys conducted during 2015 and 2016 Viva CalleSJ events.<sup>1</sup>

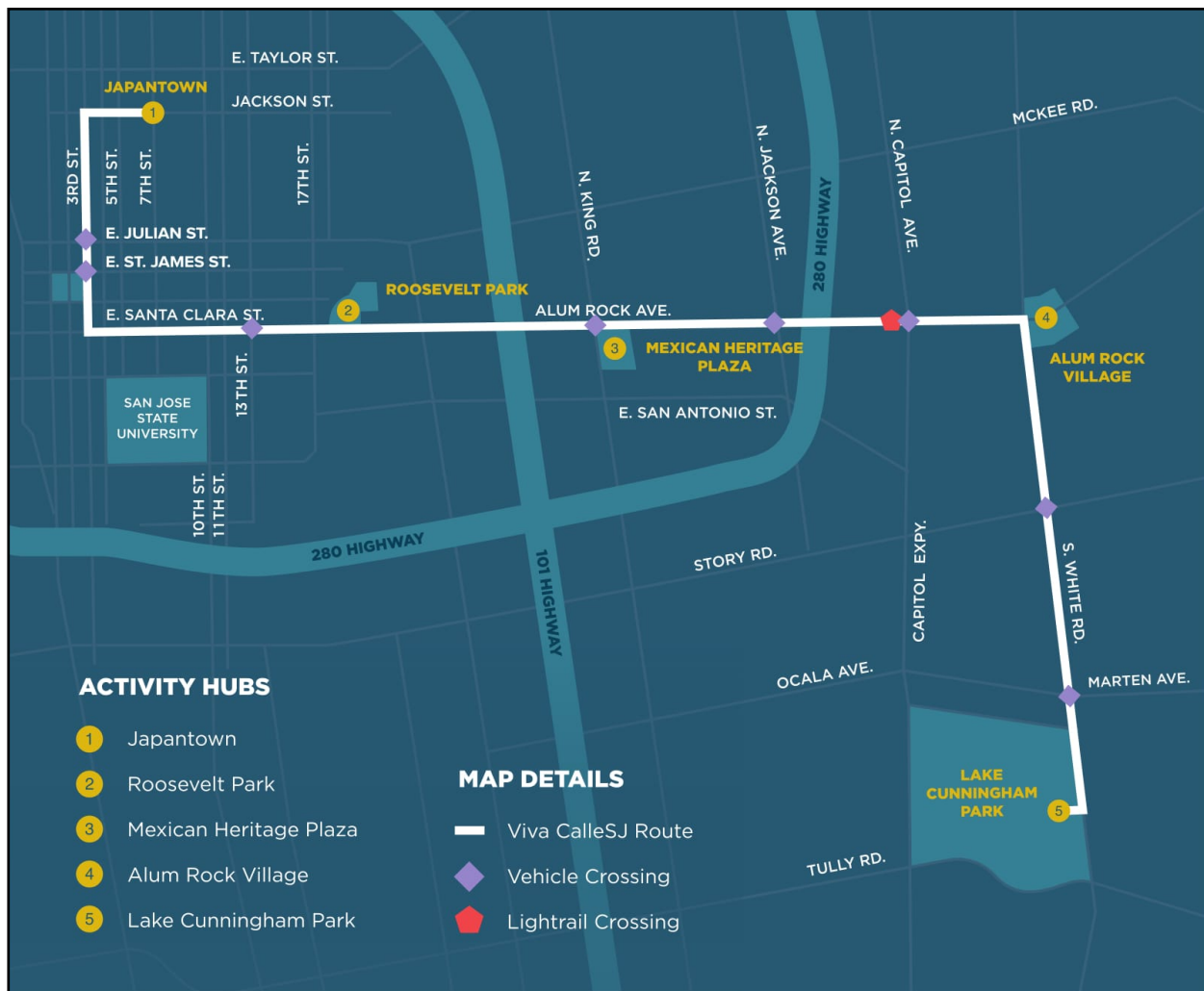
### ABOUT VIVA CALLESJ

Viva CalleSJ is an open-streets event that invites the community to walk or bicycle along a network of streets closed for the event. The 2017 event, the city's third annual one, took place on Sunday, September 17, 2017, from 10 a.m. to 3 p.m. This free event, titled "Downtown and Eastbound: El Corazón," closed city streets for a six-mile route. Participants traveled through a number of different neighborhoods, including Japantown and Alum Rock Village, as well as through key locations such as Lake Cunningham Park, Mexican Heritage Plaza, and Roosevelt Park (Figure 1). An estimated 130,000 people attended.<sup>2</sup>

Participants were invited to walk, jog, bike, skate, scoot, or use any nonmotorized travel mode along the route. The event included numerous activities along the route and at five "activity hubs." Among the offerings were organized activities such as yoga and Zumba, a rock-climbing wall, U-Jam fitness, Aloha Roller Rink, soccer in the streets, music and dance performances, live mural painting, Luna Park Chalk Art, and food trucks.

PRNS has 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, PRNS hopes to foster good health and reduce the number of driving trips within the city. PRNS also intends the Viva CalleSJ program to foster positive community interaction.

PRNS organized the 2017 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, John S. and James L. Knight Foundation, Kaiser Permanente, Santa Clara County Public Health, Santa Clara Valley Transportation Authority, Mineta Transportation Institute, AARP, Health Trust, Niantic Inc., and Youth Connections Foundation.



**Figure 1. Viva CalleSJ 2017 Route Map**

Source: City of San José.

## OVERVIEW OF THE SURVEY METHODS

The authors designed the survey to provide information that would help the City of San José assess the success of the 2017 Viva CalleSJ event, guide planning for future Viva CalleSJ events, and inform potential funders and community partners about the benefits of the 2017 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. 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?

The survey instrument was a one-page paper questionnaire for respondents to complete themselves. It was 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. Surveys were conducted at five locations along the route: Japantown, Roosevelt Park, the Mexican American Heritage Plaza, Alum Rock Village, and Lake Cunningham Park (see Figure 1). A total of 860 people completed surveys usable for analysis.

## **OVERVIEW OF THE REPORT CONTENTS**

The remainder of the report is organized into three chapters. Chapter II covers the project survey methods, Chapter III presents the detailed survey results, and Chapter IV 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.

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## II. SURVEY DESIGN AND ADMINISTRATION

### QUESTIONNAIRE DESIGN

The 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.

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 respondents could check a box to indicate their answer rather than having to write in a response. For example, the question about time spent in physical activity asked respondents to check one of several time options rather than asking them to estimate a specific number of minutes or hours.

To gather ideas on different ways to word questions, the authors reviewed open-street event surveys used in a number of cities, including Fort Collins, CO, San Francisco, CA, and Minneapolis, MN.<sup>3</sup> For a few very straightforward questions, this survey uses wording identical to that in 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 2017 questionnaire is identical to questions asked in the 2015 and 2016 Viva CalleSJ surveys. However, we did drop one question no longer providing useful information and added a new question asking respondents their reasons for participating in the event.

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

Silicon Valley Bicycle Coalition (SVBC) staff managed a group of 10 surveyors— 7 SVBC staff and 3 volunteers. The surveyors were distributed at each of the five activity hubs along the route (Figure 1). Some locations had a single surveyor and others had a pair of surveyors.

For reasons of practicality, 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 number of adult respondents.

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

A total of 860 people completed surveys usable for analysis. 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 20 submitted on the Spanish-language questionnaire and 3 on the Vietnamese-language questionnaire.

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### III. FINDINGS

This chapter describes the survey results, breaking them down into sections on the demographic characteristics of the 860 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 2017 are identical to questions asked in the previous surveys from 2015 and 2016, the data tables below show responses from all years the 2017 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,<sup>4</sup> 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, the respondents were almost evenly split by gender. For race/ethnicity, a single question asked respondents to indicate all groups with which they identified. A little over one-third (35%) said they were white-only, just under one-third (30%) identified as Asian/Asian-American, and just over one-quarter (27%) said they were Hispanic. In terms of age, most respondents were young or middle-aged. Slightly over one-half of respondents were 25 to 44 years old (57%), and comparatively few were in the youngest or oldest age groups (18-24 years or 65+ years).

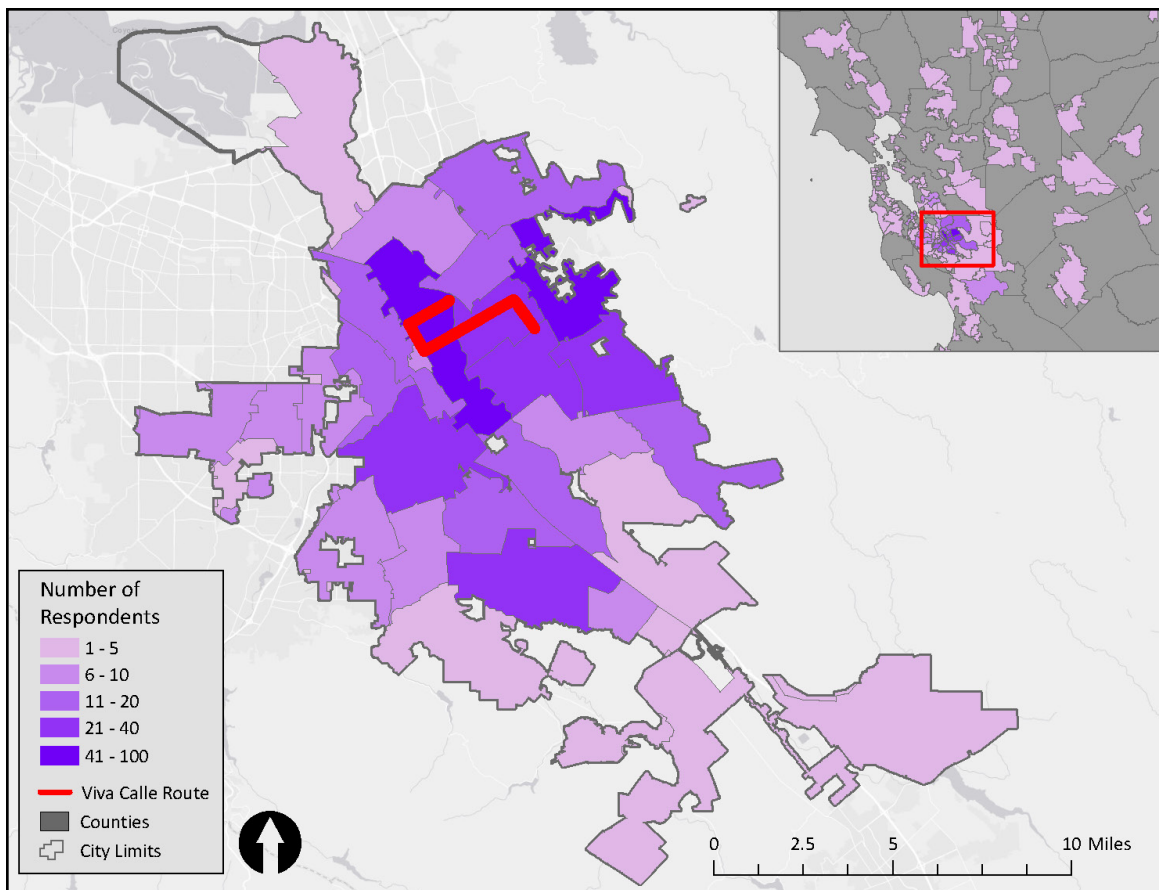
**Table 1. Demographic Characteristics of Survey Respondents**

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

<sup>a</sup> 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 (60%), with 11% from zip code 95112, which encompasses much of the city's downtown, including Japantown (Figure 2). Moving beyond San José, 27% of respondents came from 58 other San Francisco Bay Area cities, 10% came from 36 cities in California outside the Bay Area, and 1% came from outside of California (Table 2).





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

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

**Table 2. Cities Where Respondents Live**

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

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

In 2017, respondents were asked if this was their first time participating in a Viva CalleSJ program. Just over three-quarters of respondents (76%) indicated this was their first time, while 23% stated that they were returning participants.

## TRAVEL TO VIVA CALLESJ

Just over one-third of respondents bicycled to Viva CalleSJ (36%), almost one-half arrived by car or motorcycle (47%), 13% arrived on foot, and 7% arrived by public transit (Table 3).

**Table 3. Respondents' Travel Mode to Viva CalleSJ**

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

*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” (59%), “get some exercise” (58%), and “explore neighborhoods” (51%). Also popular were “socialize with others” (45%) and “ride or walk without worry about traffic” (40%). In addition, 8% volunteered that playing Pokémon GO was a reason for attending.

**Table 4. Reasons for Attending Viva CalleSJ**

Reasons for Attending	2017 Respondents (%)
It sounded like fun	59
Get some exercise	58
Explore neighborhoods	51
Socialize with others	45
Ride or walk without worrying about traffic	40
Get my kids out of the house	22
Play Pokémon GO (volunteered)	8
Happened upon it	7
No response	2

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

## ACTIVITY AT VIVA CALLESJ

Biking and walking were nearly equal in popularity as a travel mode along the Viva CalleSJ route. Forty-eight percent of respondents bicycled, and 51% walked (Table 6). This was a noticeable change from 2015 and 2016, when nearly two-thirds of respondents traveled by bicycle along the route. Only tiny percentages of people used other modes in any year.

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.”

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

<b>Travel Mode at Viva CalleSJ</b>	<b>2015 Respondents (%)</b>	<b>2016 Respondents (%)</b>	<b>2017 Respondents (%)</b>
Bike	62	65	48
Walk/jog	39	37	51
Scoot/skateboard/roller skate	4	-- <sup>a</sup>	-- <sup>a</sup>
Other	2	6	4
No response	<1	<1	<1

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

<sup>a</sup> In 2016 and 2017 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. Virtually all respondents (96%) expected to get at least 30 minutes of physical activity, and just over three-quarters expected to be active for more than an hour (Table 7).

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

<b>Estimated Duration of Physical Activity</b>	<b>2015 Respondents (%)</b>	<b>2016 Respondents (%)</b>	<b>2017 Respondents (%)</b>
More than 60 minutes	72	72	77
30 to 60 minutes	23	20	19
Less than 30 minutes	3	7	3
No response	1	2	1

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

Another question asked respondents about their participation in organized event activities. Most respondents indicated that they participated in at least one of the organized activities listed on the survey questionnaire.

Among the listed activities, watching entertainment was the most common response; more than half said they were likely to do so (57%). In addition, 41% expected to visit resource tables at an Activity Hub, and almost one-fifth of respondents expected to participate in an organized physical activity such as yoga or hula hooping (18%).

**Table 7. Activities in Which Respondents Participated during Viva CalleSJ**

Activities	2015 Respondents (%)	2016 Respondents (%)	2017 Respondents (%)
Watch entertainment	73	65	57
Buy food/drink from food trucks	64	-- <sup>a</sup>	-- <sup>a</sup>
Visit resource tables at an Activity Hub	53	54	41
Organized physical activities (yoga, hula hoops, Zumba, etc.)	36	25	18
Pokémon GO <sup>b</sup>	-- <sup>b</sup>	-- <sup>b</sup>	18
Other	-- <sup>c</sup>	3	12
Did not participate in <i>any</i> of these activities	3 <sup>d</sup>	11	5

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

<sup>a</sup> Option not provided in the 2016 or 2017 survey.

<sup>b</sup> Activity not available in 2015 or 2016. For 2017, was recoded from respondents writing this event into the “Other” category.

<sup>c</sup> Option not provided in the 2015 survey.

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

Respondents could also write in activities not on the questionnaire. Twenty-two percent of respondents volunteered that they participated in Pokémon GO, an augmented-reality game played on smart phones. Pokémon GO allows players with GPS-enabled mobile devices to interact with virtual creatures called Pokémon. The creatures appear on the player’s mobile device screen as if they exist in the real-world place where the player is located. Players can then interact and train, capture, or battle the creatures.

Pokémon GO was a new activity at Viva CalleSJ in 2017. Game maker Niantic temporarily added additional game features for participants along the Viva CalleSJ route. For example, specific Pokémon usually only found outside the U.S. were available at certain locations along the Viva CalleSJ route (e.g. Pokémon normally present only in Southeast Asia were available along the Viva CalleSJ route in Japantown).<sup>5</sup>

Table 12 compares the characteristics of respondents who volunteered that they participated in Pokémon GO to those respondents who did not volunteer that information. The survey results likely underestimate Pokémon GO participation, as some respondents may not have volunteered that information and instead simply selected “other” activities with no additional details.

There were several sociodemographic differences between the two groups. Most strikingly, Pokémon GO players were 33 percentage points more likely to live outside San José than other respondents. The players were also more likely to be male, Asian/Asian-American, and/or from 18 to 34 years old.

As for activity at the event, Pokémon GO players reported that they were active at Viva CalleSJ for a longer period of time — 88% said they planned to be active at the event for more than an hour compared to 74% of non-players. However, there were few differences between players and non-players regarding how much money they were likely to spend at the event.

Finally, many more Pokémon GO players indicated that this was their first time at a Viva CalleSJ event as compared to non-players (98% and 70%, respectively).

**Table 8. Characteristics of Pokémon GO Players as Compared to Non-Pokémon GO Players (2017)**

	Pokémon GO Participants (%)	Non-Pokémon GO Participants (%)	Difference (Pokémon GO – Non-Pokémon GO) (%)
Home location			
City of San José	34	67	-33
City other than San José	64	31	33
No response	2	1	<1
Gender			
Male	54	48	6
Female	45	50	-6
No response	1	2	-1
Race/ethnicity			
White	36	35	1
Black/African-American	2	2	<1
Asian/Asian-American	50	28	21
Hispanic	14	31	-17
Pacific Islander	6	4	3
American Indian	3	2	<1
Other	0	1	-1
No response	2	4	-2
Age			
18-24	14	9	5
25-34	43	28	16
35-44	22	27	-6
45-54	16	18	-2
55-64	3	12	-8
65+	2	4	-2
No response	1	2	-2
Time physically active at Viva CalleSJ			
Less than 30 minutes	1	4	-3
30 to 60 minutes	11	21	-10
More than 60 minutes	88	74	14
No response	0	1	-1
Estimated money to be spent at Viva CalleSJ			
\$0	9	9	<1
\$1 to 10	19	18	1
\$11 to 20	37	32	4
\$21+	34	37	-3
No response	1	3	-2
First-time at Viva CalleSJ			
Yes	98	70	-28
No	2	29	27
No response	0	1	1

## RESPONDENT SPENDING AT THE EVENT

The survey asked respondents two questions about their spending while at Viva CalleSJ.

The first question asked how much they thought they were likely to spend. Over one-third (37%) of respondents expected to spend \$21 or more and another third expected to spend between \$11 and \$20 (33%).

**Table 9. How Much Money Respondents Are Likely to Spend at Viva CalleSJ**

Estimated Money Spent at Viva CalleSJ	2015 Respondents (%)	2016 Respondents (%)	2017 Respondents (%)
\$21 or more	-- <sup>a</sup>	39	37
\$11 to \$20	-- <sup>a</sup>	30	33
\$11 or more	53	-- <sup>a</sup>	-- <sup>a</sup>
\$1 to \$10	35	24	18
Nothing	10	6	9
No response	3	1	2

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

<sup>a</sup> 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.

The second question about expenditures, added to the 2016 survey and continued in 2017, 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: 26% made a purchase at food trucks and 22% ate at restaurants along the route. In addition, 18% bought something from a store along the route and 14% made a purchase at the SJMADE Marketplace at Arena Green, a marketplace set up for the Viva CalleSJ event. Forty-three percent of respondents indicated that they had not yet made a purchase.

**Table 10. Where Respondents Had Spent Money at the Time They Were Surveyed**

Type of Business	2016 Respondents (%)	2017 Respondents (%)
Food trucks	35	26
Restaurants along the route	24	22
Stores along the route	21	18
SJMADE Marketplace at Arena Green	10	14
Other	4	9
No purchases <sup>a</sup>	33	43

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

<sup>a</sup> 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.

It is important to keep in mind that the question about type of purchases asked only about purchases *already made*; many respondents would have gone 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 11. Summary of Where Respondents Had Spent Money, by Length of Time Spent at Viva CalleSJ before They Were Surveyed (2017)**

<b>Time</b>	<b>Food Trucks (%)</b>	<b>Restaurants (%)</b>	<b>SJMADE (%)</b>	<b>Stores (%)</b>	<b>Other (%)</b>	<b>No Purchases (%)</b>
Less than 1 hour	16	7	7	8	6	72
1 to 2 hours	27	20	17	20	10	44
More than 2 hours	34	34	16	25	10	23
All respondents	26	22	14	18	9	43

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

---

## IV. CONCLUSIONS

### SUMMARY OF KEY FINDINGS

The survey asked several questions about sociodemographics. The respondents were evenly balanced between men and women. About one-third (35%) said they were white-only, about one-third (30%) identified as Asian-Asian-American, and just over a quarter said they were Hispanic. In terms of age, respondents were primarily young to middle-aged; 57% were 25 to 44 years old. The majority of respondents lived in the City of San José (60%), and 11% came from a single zip code in downtown San José, 95112. Just over a quarter of respondents (27%) came from other Bay Area cities.

The majority of respondents (76%) were attending Viva CalleSJ for the first time.

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

In response to a question asked their reasons for attending the event, the most common responses were “it sounded like fun” (59%), “get some exercise” (58%), and “explore neighborhoods.”

Several survey questions asked people what they did at the event. Forty-eight percent of respondents bicycled the route and 51% walked or jogged. Three-quarters estimated that they participated in more than 60 minutes of physical activity while at the event (77%). 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 wrote in that they played the game.

Most respondents expected to spend some money while at the event. Over one-third expected to spend more than \$20 (37%), and only 2% anticipated spending no money at all. Looking at what kind of purchases respondents had already made at the time they were surveyed, 43% of respondents said that they had not yet made a purchase, 26% percent had purchased something from a food trucks, 22% had eaten at restaurants along the route, 18% had bought something from a store along the route, and 14% had made a purchase at the SJMADE Marketplace at Arena Green.

### IMPLICATIONS FOR THE VIVA CALLESJ PROGRAM IN THE FUTURE

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

- 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.

## **STUDY LIMITATIONS AND RECOMMENDATIONS FOR FUTURE SURVEYS**

Surveying people at mass events is always challenging, and this project was no exception; there were a number of limitations to the survey administration process that likely 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 who did not have time to get thoroughly trained to use optimal surveying technique.

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 experiment with a different survey mode, such as handing out a postcard that provides a URL and QR Code to an online survey. Although online surveys tend to have extremely low response rates, this postcard survey mode might be worth trying given that this year surveyors failed to reach large numbers of people with the paper questionnaires method. It is an easier task to get people to accept a postcard than to get them to fill out a questionnaire on the spot, so for surveyors with little training, the postcard approach may be preferable. A third option would be to push surveys over social media platforms to people at the Viva CalleSJ event.

Another change for future years would be to include more open-ended questions, an approach which might yield insight into participants' motivations for attending and the characteristics of the event that they valued (or disliked).

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

## **APPENDIX: SURVEY QUESTIONNAIRE**

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



SAN JOSE  
PARKS, RECREATION &  
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## Viva CalleSJ Survey



Knight Foundation



Funding made possible by the Centers for Disease Control and Prevention

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

**1. Is this your first time participating in a San José Viva CalleSJ program?**

- ☐ Yes  
☐ No

**2. How did you get to Viva CalleSJ?**

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

**3. How are you MOVING along the Viva CalleSJ route? (Check all that apply)**

- ☐ Bike  
☐ Walk/jog  
☐ Other (please specify) \_\_\_\_\_

**4. What are your reasons for participating in Viva CalleSJ today? (Check all that apply)**

- ☐ Get some exercise  
☐ Explore neighborhood  
☐ Socialize with others  
☐ Get my kids out of the house  
☐ I happened upon it  
☐ It sounded like fun  
☐ Ride or walk without worrying about traffic

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

- ☐ Organized physical activities (yoga, Zumba, etc.)  
☐ Visit resource tables at an Activity Hub  
☐ Watch entertainment  
☐ Other (please specify) \_\_\_\_\_  
☐ None

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

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

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

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

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

- ☐ Food trucks  
☐ Restaurants along the route  
☐ SJMADE local vendors  
☐ Stores along the route  
☐ Other (please specify) \_\_\_\_\_  
☐ None – I have not spent any money

**9. How long have you been at Viva CalleSJ today?**

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

**10. What city do you live in? \_\_\_\_\_**

**11. What is your home zip code? \_\_\_\_\_**

**12. How old are you? \_\_\_\_\_**

**13. What is your gender? \_\_\_\_\_**

**14. 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) \_\_\_\_\_

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

TEAR HERE

**OPTIONAL TO ENTER RAFFLE:**

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_



SAN JOSE  
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## Encuesta Viva CalleSJ



Knight Foundation

HEALTHTrust

Valley Transportation Authority

SILICON VALLEY BICYCLE COALITION  
AARP California

Santa Clara County PUBLIC HEALTH  
Youth Connection Foundation

Funding made possible by the Centers for Disease Control and Prevention

Gracias por aceptar tomar esta encuesta voluntaria. Sus respuestas nos ayudarán a mejorar los eventos futuros de Viva CalleSJ. No hay respuestas correctas o incorrectas a las preguntas, y puede dejar en blanco cualquier pregunta. Sus respuestas son anónimas.

**1. ¿Es esta su primera vez participando en el programa San José Viva CalleSJ?**

- ☐ Si  
☐ No

**2. ¿Cómo llegó a Viva CalleSJ?**

- ☐ Bicicleta  
☐ Automóvil  
☐ Transporte público (autobús, tren ligero, tren)  
☐ Caminando/trotando  
☐ Otro ((favor indicar) \_\_\_\_\_)

**3. ¿Cómo se va a RECORRER a lo largo de la ruta de Viva CalleSJ? (Marcar todos los que correspondan)**

- ☐ Bicicleta  
☐ Caminar/trotar  
☐ Otro (favor indicar) \_\_\_\_\_

**4. ¿Cuáles son las razones para participar hoy en Viva CalleSJ? (Marcar todos los que correspondan)**

- ☐ Hacer ejercicio  
☐ Me topé con el evento  
☐ Explorar los vecindarios  
☐ Sonó divertido  
☐ Socializar con otros  
☐ Montar o caminar sin preocuparme por el tráfico  
☐ Que mis hijos salgan de la casa

**5. ¿Probablemente en qué actividades USTED PERSONALMENTE participará en Viva CalleSJ? (Marcar todas las que correspondan)**

- ☐ Actividades físicas organizadas (yoga, Zumba, etc.)  
☐ Visitar mesas de recursos en el Activity Hub  
☐ Ver el entretenimiento  
☐ Otro (por favor indicar) \_\_\_\_\_  
☐ Ninguno

**6. En Viva CalleSJ, ¿cuánto tiempo espera estar físicamente activo? (Caminando, montando en bicicleta, Zumba, etc.)**

- ☐ Menos de 30 minutos  
☐ 30 a 60 minutos  
☐ Más de 60 minutos

**7. ¿Cuánto dinero cree que gastará en Viva CalleSJ?**

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

**8. Hasta el momento, ¿ha gastado dinero en cualquiera de los siguientes? (Marcar todos los que correspondan)**

- ☐ Camiones de comida  
☐ Restaurantes a lo largo de la ruta  
☐ Vendedores locales SJMADE  
☐ Tiendas a lo largo de la ruta  
☐ Otro (favor indicar) \_\_\_\_\_  
☐ Nada – No he gastado nada de dinero

**9. ¿Cuánto tiempo lleva en Viva CalleSJ hoy?**

- ☐ Menos de 1 hora  
☐ 1 – 2 horas  
☐ Más de 2 horas

**10. ¿En qué ciudad vive usted? \_\_\_\_\_**

**11. ¿Cuál es el código postal de su casa? \_ \_ \_ \_ \_**

**12. ¿Cuántos años tiene? \_\_\_\_\_**

**13. ¿Cuál es su sexo? \_\_\_\_\_**

**14. ¿Cuál es su origen o raza? (Marcar todas la que correspondan)**

- ☐ Amerindio o Nativo de Alaska  
☐ Asiático o asiático americano  
☐ Negro o afro americano  
☐ Hispano, latino o de origen español  
☐ Nativo de Hawái o de las Islas del Pacífico  
☐ Blanco  
☐ Otro (favor indicar) \_\_\_\_\_

**15. En el reverso de esta página, por favor comparta de que disfrutó más en Viva CalleSJ.**

TEAR HERE

**OPTIONAL TO ENTER RAFFLE:**

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_



SAN JOSE  
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## Thăm Dò cho Viva CalleSJ



Knight Foundation



Funding made possible by the Centers for Disease Control and Prevention

Cám ơn quý vị đã tự nguyện tham gia vào cuộc thăm dò này. Nhờ vậy, chúng tôi có thể làm tốt đẹp hơn những chương trình VivaCalleSJ về sau. Không có câu trả lời nào đúng hay sai, và không cần phải trả lời hết mọi câu. Mọi câu trả lời sẽ được giữ nặc danh.

1. Đây có phải là lần đầu tiên quý vị đã tham gia vào chương trình Viva CalleSJ của Thành Phố San José?

- ☐ Phải  
☐ Không

2. Quý vị đến Viva CalleSJ bằng cách nào?

- ☐ Xe đạp  
☐ Xe hơi  
☐ Xe công cộng (xe buýt, xe điện, xe lửa)  
☐ Đi bộ/Chạy bộ  
☐ Cách khác (xin liệt kê) \_\_\_\_\_

3. Quý vị di chuyển theo lộ trình VivaCalleSJ bằng cách nào? (Đánh dấu tất cả những gì thích hợp)

- ☐ Xe đạp  
☐ Đi bộ/Chạy bộ  
☐ Cách khác (xin liệt kê) \_\_\_\_\_

4. Hôm nay, quý vị đến với VivaCalle SJ vì (những) lý do gì? (Đánh dấu tất cả những gì thích hợp)

- ☐ Hoạt động tay chân  
☐ Tình cờ khám phá ra  
☐ Khám phá các khu phố  
☐ Nghe hấp dẫn  
☐ Xã giao  
☐ Đi bộ/xe đạp mà không sợ xe cộ  
☐ Cho con đi chơi phố

5. Bản thân Quý Vị dự trù tham gia hoạt động nào ở Viva CalleSJ? (Đánh dấu tất cả những gì thích hợp)

- ☐ Những hoạt động thể chất (Yoga, Zumba, v.v.)  
☐ Thăm bàn thông tin tại các Trung Tâm Hoạt Động  
☐ Ngắm những hoạt động giải trí  
☐ Những hoạt động khác (xin liệt kê) \_\_\_\_\_  
☐ Không làm gì

6. Tại Viva CalleSJ, quý vị tính tham gia những hoạt động cơ thể trong bao lâu? (Đi bộ, đi xe đạp, Zumba, v.v.)

- ☐ Dưới 30 phút  
☐ 30 – 60 phút  
☐ Trên 60 phút

7. Quý vị dự trù xài bao nhiêu tại Viva CalleSJ?

- ☐ Không tiêu gì hết  
☐ \$1 - \$20  
☐ \$21 - \$100  
☐ \$101 hay hơn

8. Đến bây giờ, quý vị đã tiêu tiền tại những nơi này chưa? (Đánh dấu tất cả những nơi thích hợp)

- ☐ Xe bán thực phẩm  
☐ Quán hàng ven lộ trình  
☐ Người bán hàng nhóm SJMADE  
☐ Cửa hàng dọc lộ trình  
☐ Những nơi khác (xin liệt kê) \_\_\_\_\_  
☐ Không - Tôi chưa xài đồng nào

9. Hôm nay, quý vị đã ở VivaCalle SJ bao lâu?

- ☐ Dưới 1 tiếng  
☐ 1 – 2 tiếng  
☐ Trên 2 tiếng

10. Quý vị ở thành phố nào? \_\_\_\_\_

11. Số zip code của quý vị? \_\_\_\_\_

12. Quý vị bao nhiêu tuổi? \_\_\_\_\_

13. Giới tính của quý vị? \_\_\_\_\_

14. Giống dân? (Đánh dấu tất cả những gì thích hợp)

- ☐ Mọi bản xứ hay Alaska  
☐ Á Châu hay Mỹ gốc Á  
☐ Mỹ Đen hay Mỹ gốc Phi  
☐ Mễ, La Tinh, gốc Tây Ban Nha  
☐ Người Hawaii hay Đảo Thái Bình Dương  
☐ Da Trắng  
☐ Giống khác (xin liệt kê) \_\_\_\_\_

15. Xin vui lòng cho biết quý vị thích mục gì nhất tại Viva CalleSJ (dùng mặt sau).

TEAR HERE

OPTIONAL TO ENTER RAFFLE:

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

## ENDNOTES

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2. Email communication with Brian Clampitt, Event Coordinator, Parks, Recreation and Neighborhood Services, City of San José, December 5, 2017.
3. See all items listed in the bibliography other than the three items authored by Agrawal and Nixon, SurveyMonkey, and Viva Calle San José.
4. Although surveyors were given the same instructions all three years, there was some variability in how the surveyors carried out those instructions.
5. Phone interview with Zacharias Mendez, Recreation Program Specialist, Parks, Recreation and Neighborhood Services, City of San José, December 13, 2017.

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## **ACRONYMS AND ABBREVIATIONS**

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

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San José State University, of the California State University system, and the Mineta Transportation Institute (MTI) Board of Trustees have agreed upon a peer review process required for all research published by MTI. The purpose of the review process is to ensure that the results presented are based upon a professionally acceptable research protocol.

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Funded by U.S. Department of  
Transportation and California  
Department of Transportation

