

Broadway Consumer Perception Survey

Sarah Salven, MPH

Evaluation & Prevention Coordinator



2020 Broadway Consumer Perception Survey Findings

Broadway Consumer Perception Survey

- Objectives:
 - Within the Broadway Area:
 - ✓ Gauge frequency of residents visiting area
 - ✓ Gauge quality of shopping and dining experience
 - ✓ Identify safety concerns
 - ✓ Identify priority areas
- Surveys Collected: 408; (November 2019 – February 2020)

Respondent Demographics

Chula Vista Resident

- Yes = 94%
- No = 6%

Years Lived in Chula Vista

- More than 10 years = 80%
- 6 - 10 years = 10%
- 2 -5 years = 8%
- Less than 1 year = 2%

Gender

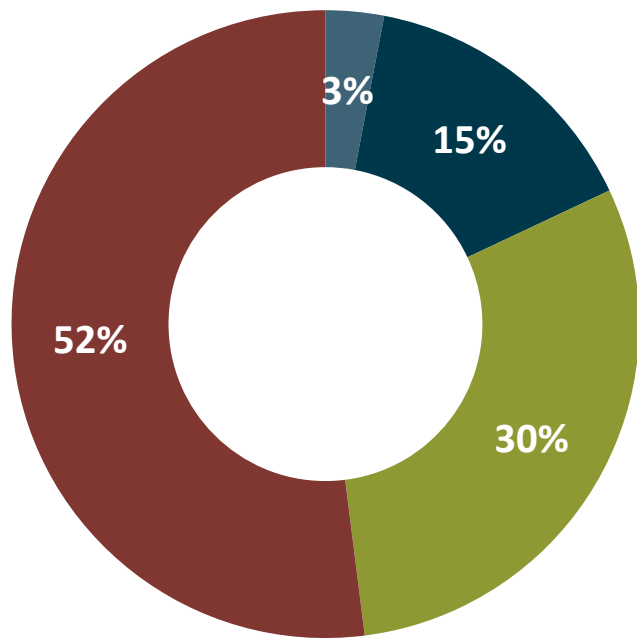
- Female = 60%
- Male = 38%
- Other = 2%

Race/Ethnicity

- Caucasian/White = 44%
- Hispanic/Latino = 42%
- Asian/Pacific Islander = 7%
- Multi-ethnic/racial = 5%
- African American/Black = 3%
- Native American = 2%
- Other = 3%

Frequency: Dining & Shopping

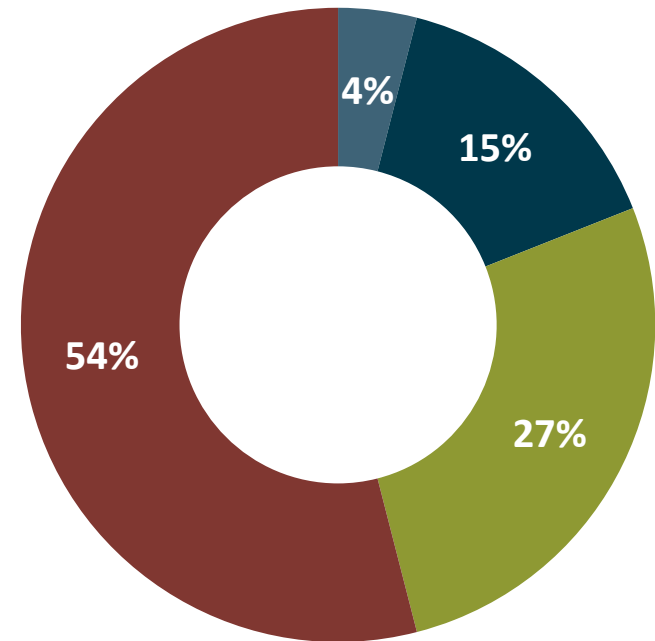
In general, how often do you visit dining establishments in the Broadway Area?



- Daily or almost every day
- Weekly - at least once a week but not daily
- Monthly - at least once a month, but not weekly
- Rarely or Never - less than once a month

n=407

In general, how often do you visit shopping establishments in the Broadway Area?

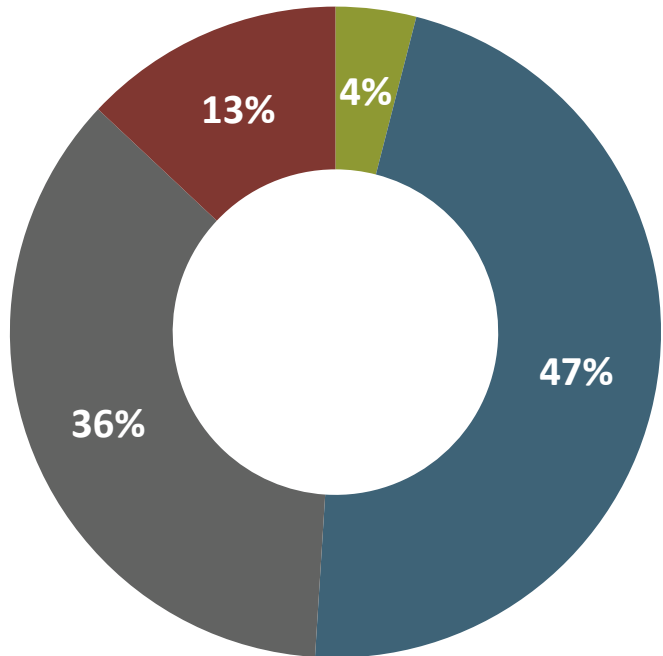


- Daily or almost every day
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n=407

Quality: Shopping

Overall, how would you rate the quality of your shopping experience in the Broadway Area?



■ Excellent ■ Good ■ Fair ■ Poor

Shopping Quality: Open-Ended Comment

Area is Rundown/In Need of Revitalization; 15 mentions

✓ “Not the options I like. Some business look dirty, run down, no inviting.”

Limited Parking & Traffic Concerns: 13 Mentions

✓ “Heavily congested areas and limited parking.”

Limited Options & Variety of Stores; 11 mentions

✓ “Not a huge selection or anything to draw me in.”

Unclean Appearance; 10 mentions

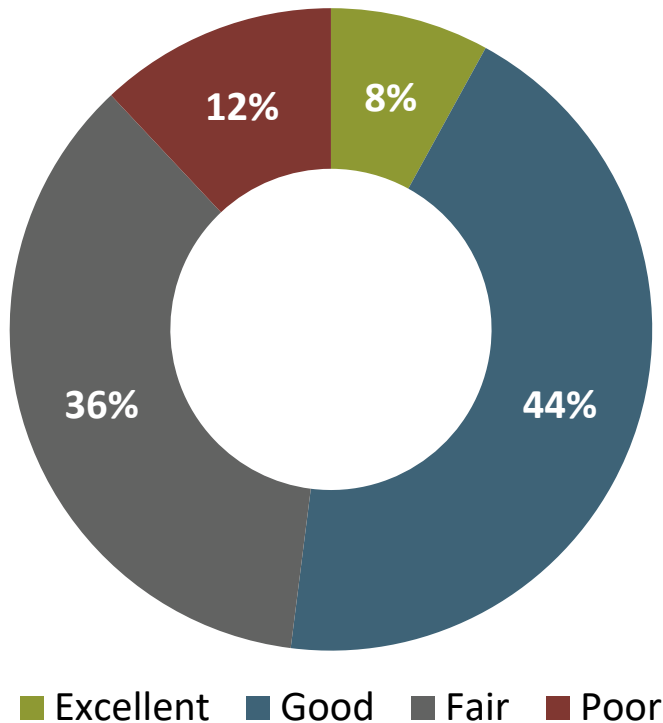
✓ “Graffiti, dilapidated buildings, liter is all over Broadway. There are too many liquor stores and auto shops”

Safety Concerns; 9 mentions

✓ “Not walkable - not safe”

Quality: Dining

Overall, how would you rate the quality of your dining experience in the Broadway Area?



Dining Quality: Open-Ended Comment

Lack of Variety; 26 Mentions

- ✓ "The selection of restaurant is limited"

Lack of High Quality & Trendy Options; 13 mentions

- ✓ "Restaurants lack flair, need to catch up with other cities"

Area is Rundown & Need for Revitalization; 11 mentions

- ✓ "Good options, really bad appearance"

Limited Parking & Traffic Concerns; 12 Mentions

- ✓ "Parking limited and expensive"

Safety Concerns; 7 mentions

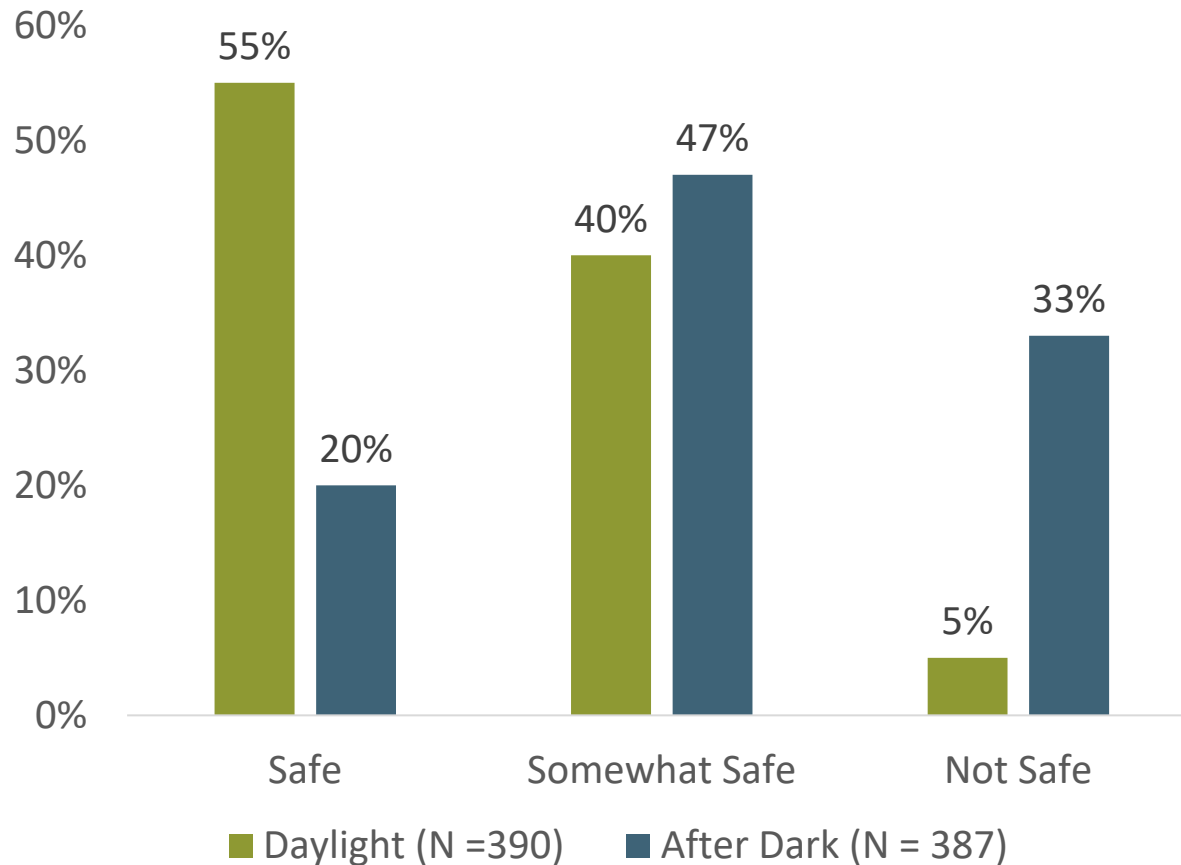
- ✓ "Need more lighting, security"
- ✓ "We need better retail stores, more law enforcement presence, and more food options."

Marijuana Storefronts; 2 mentions

- ✓ "The amount of Cannabis stores makes me uncomfortable to eat on Broadway"

Feelings of Safety: Shopping

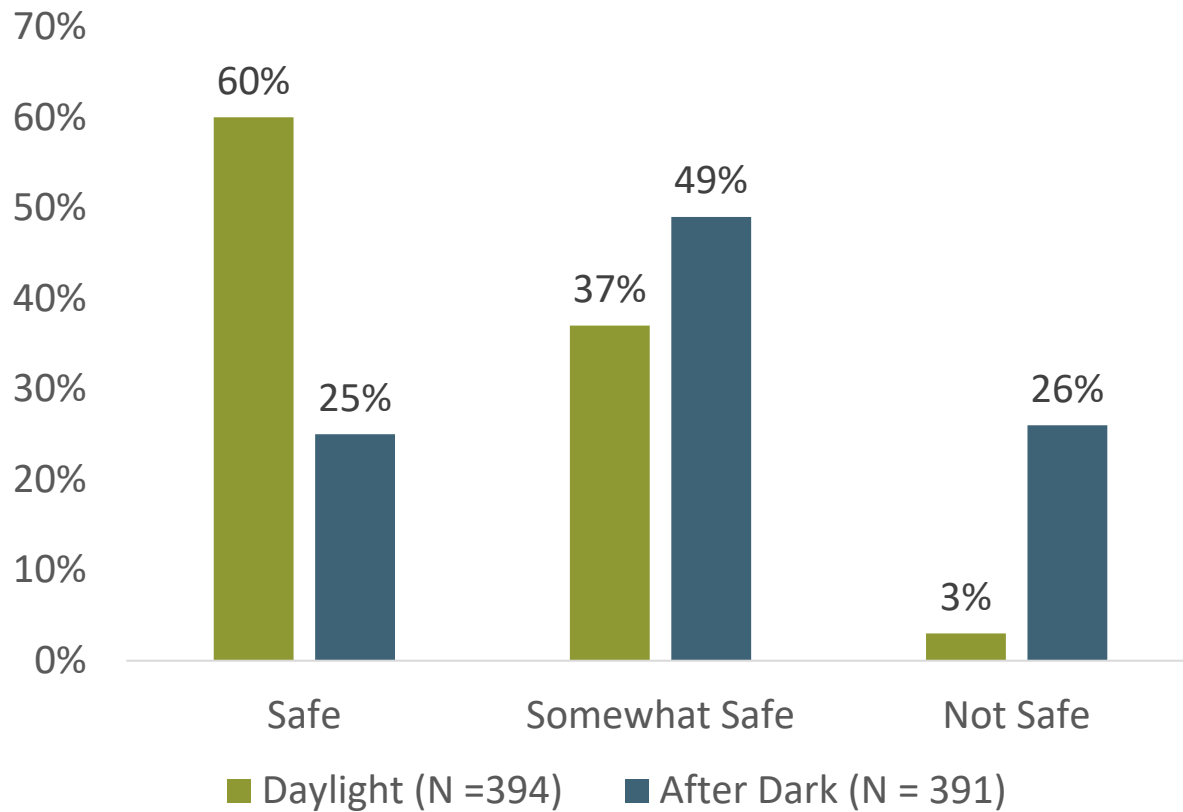
How safe do you feel shopping in the Broadway Area?



About **1 in 3** survey respondents indicated they **do not feel safe** walking to their car at night.

Feelings of Safety: Visiting Restaurants

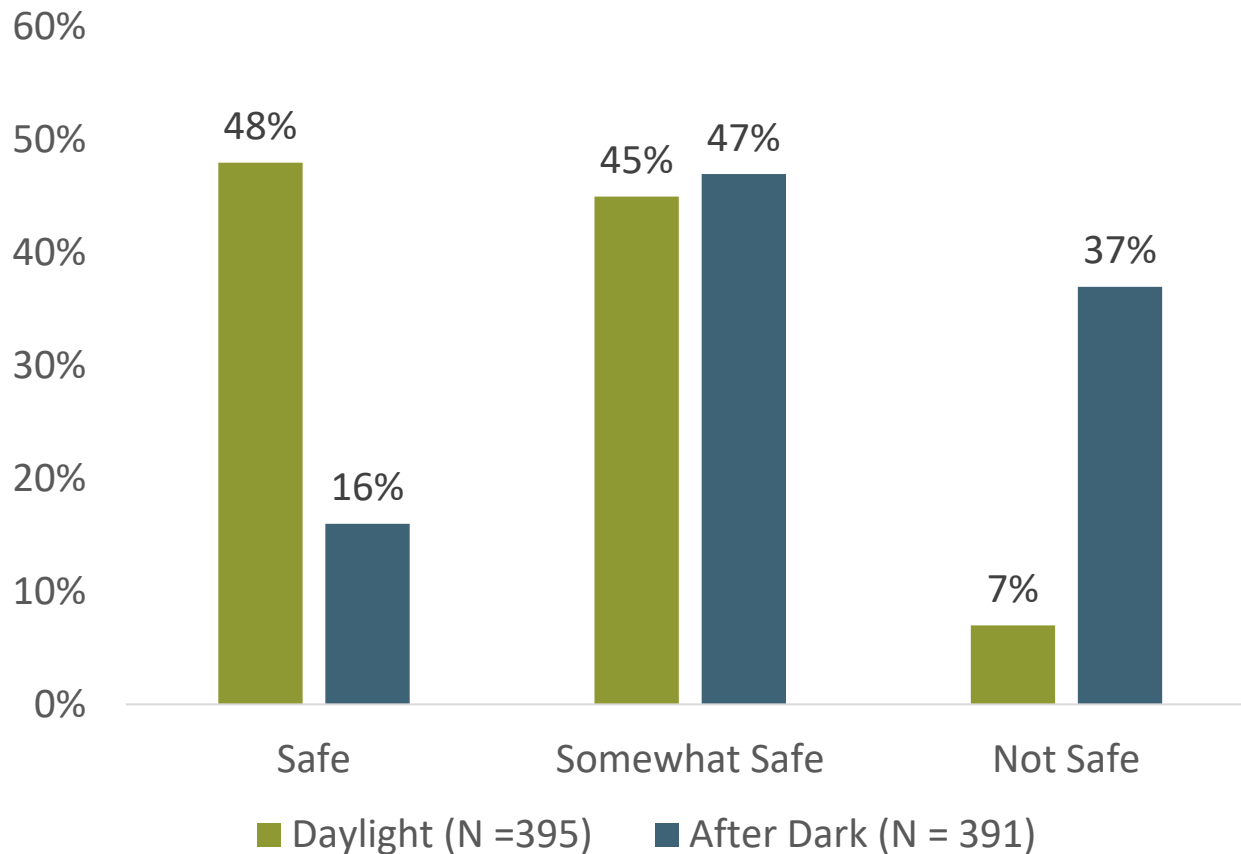
How safe do you feel visiting restaurants in the Broadway Area?



35% decrease in the number of respondents indicating they feel 'safe' visiting restaurants during the day versus night.

Feelings of Safety: Walking to Car

How safe do you feel walking to or from your car in the Broadway Area?

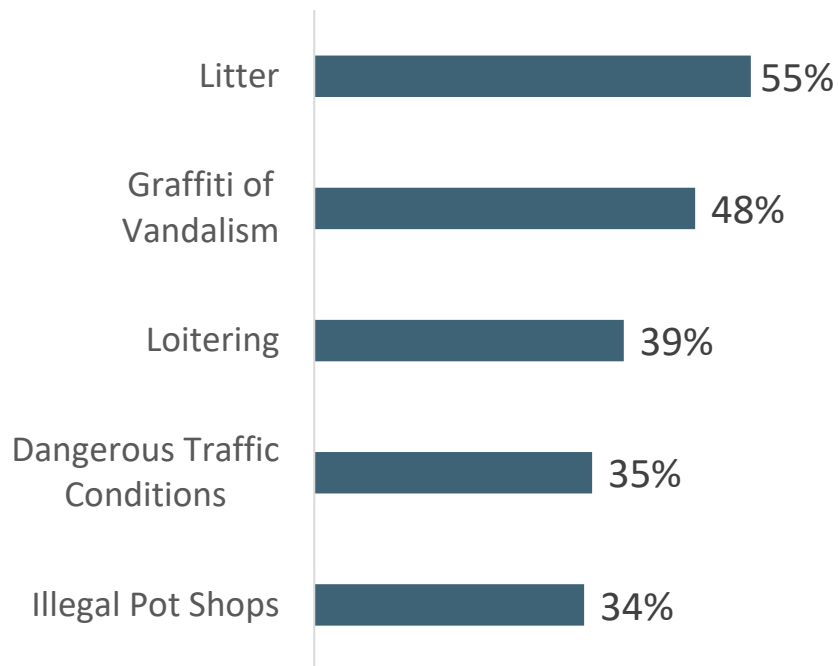


Over **1 in 3** survey respondents indicated they **do not feel safe** walking to their car at night.

Problems in the Area

Which of the following, if any, are current concerns in the Broadway Area?

Top 5 Identified Problems in the Area



Open-Ended Comments

Traffic & Driving Concerns; 10 mentions

- ✓ “Impaired driving. Traffic congestion in the parking lots and on the roads”

Individuals Experiencing Homelessness; 8 mentions

- ✓ “Increasing number of homeless and people living in vehicles in the Broadway community”

Crime & Safety Concerns; 7 mentions

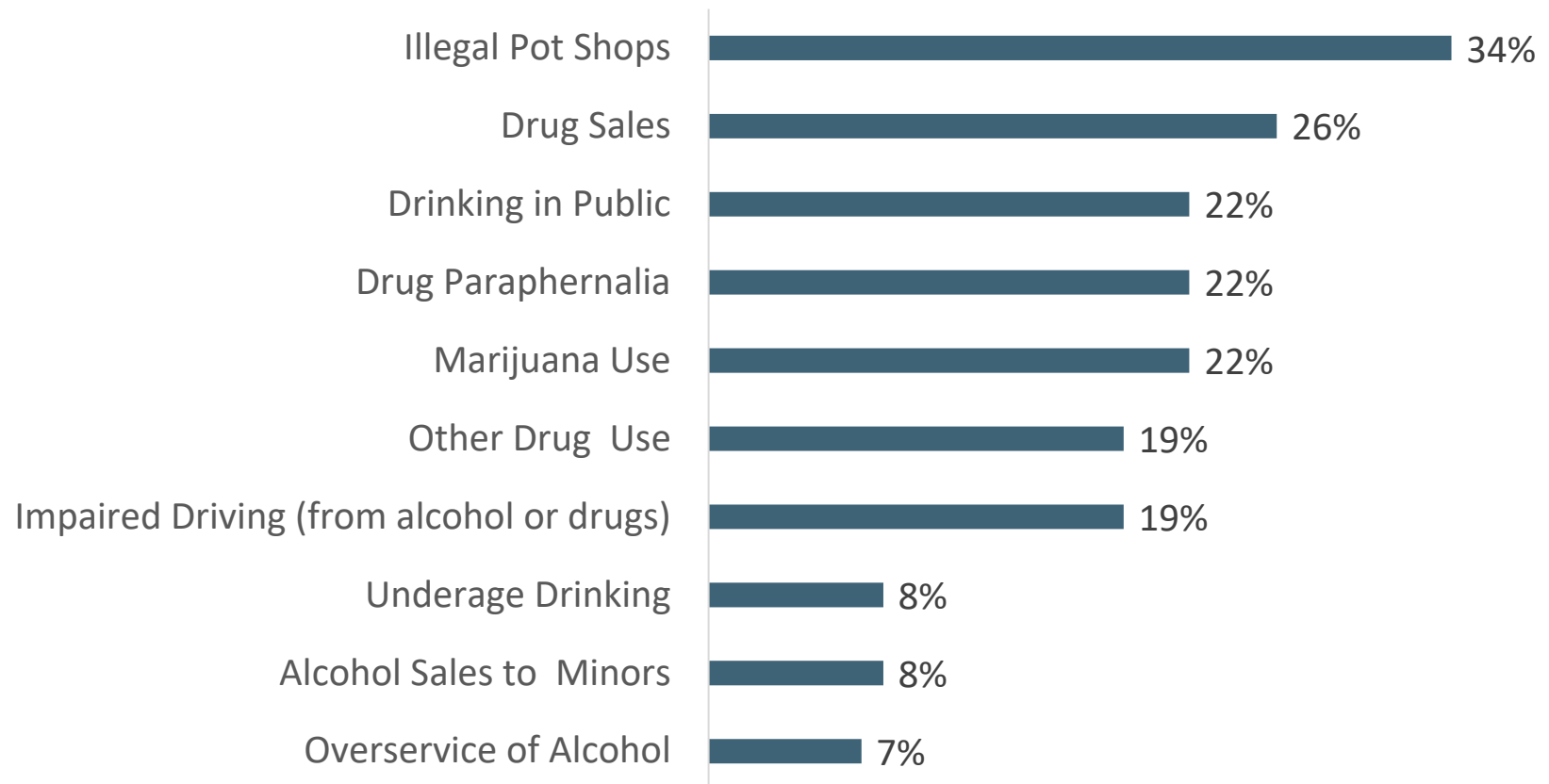
- ✓ “A lot of crime near the trolley station”

Area Appears Unclean; 6 mentions

- ✓ “A lot of trash on Broadway Street. Bus stops are dirty, graffiti, trash”

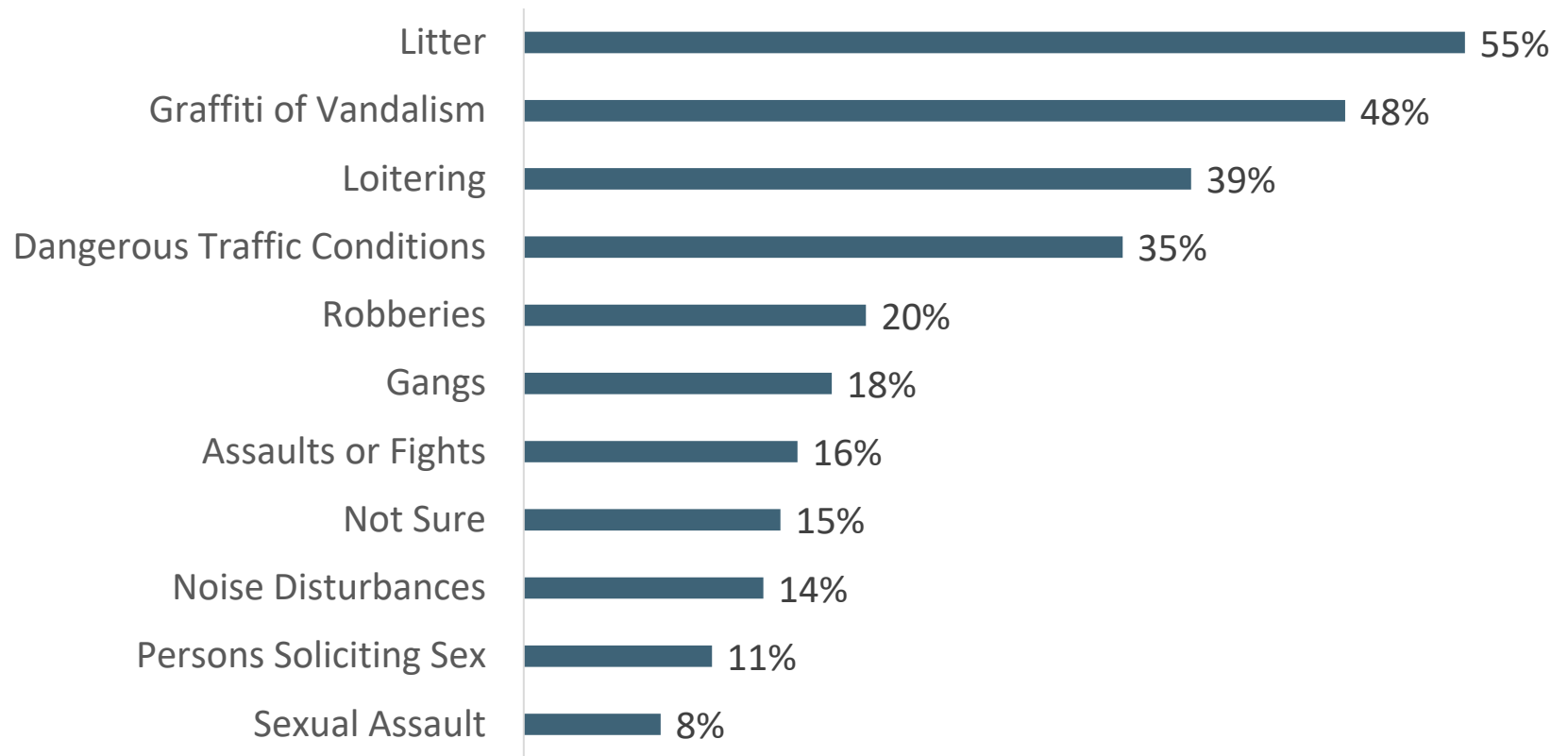
Problems in the Area; Alcohol and Other Drugs

Which of the following, if any, are current concerns in the Broadway Area?



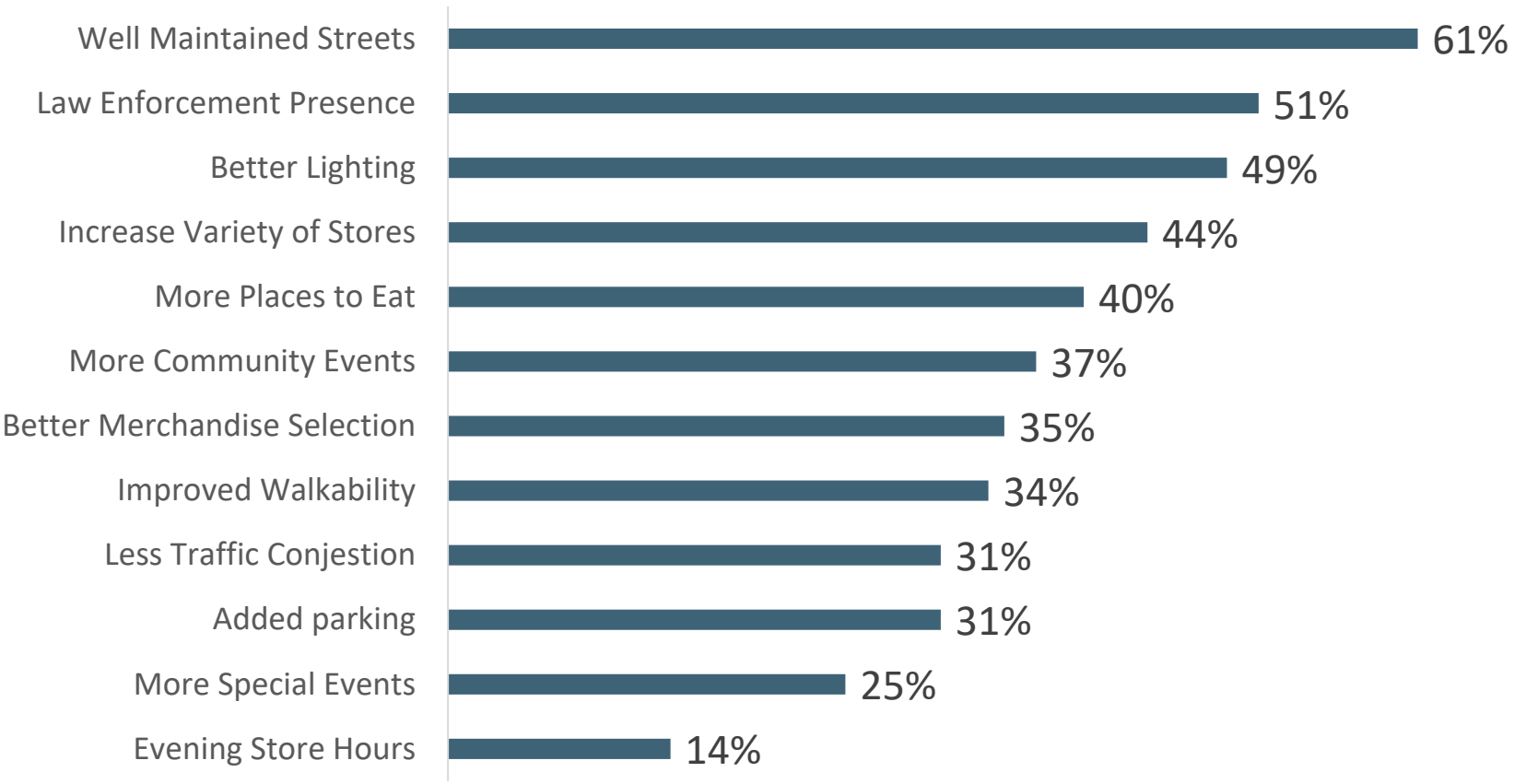
Problems in the Area; Quality of Life

Which of the following, if any, are current concerns in the Broadway Area?



Increase Visits

Considering only the Broadway Area, select the changes that would make you more likely to visit:



Improve Area: Open-ended comment

Improved Appearance & Maintenance; 29 mentions

- ✓ “General upgrade. Cleanliness, paint, more inviting spaces, pride in the establishments.”
- ✓ “Regular street sweeping! Not only on Broadway, but throughout all of the neighborhoods around it. This would also help with the HUGE abandoned and illegally parked vehicle issue around the entire Broadway area.”

Bring in Increased Variety of Shops; 15 mentions

- ✓ “Bring in more establishments, such as art gallery, museums, and theaters.”

Increased Enforcement; 11 mentions

- ✓ “Need much more police presence”

Homelessness; 8 mentions

Business Regulations; 7 mentions

- ✓ “Close illegal pot shops ASAP, signage regulations for stores (height requirements, appearance requirements).”

Marijuana Storefronts; 3 mentions

- ✓ “Clear out illegal pot shops, I can smell weed as people drive or smoking at bus stops.”

Questions or Comments?

Contact Information:

Sarah Salven – ssalven@ccrconsulting.org