

Salinas Downtown Vibrancy Plan Community Survey Results

In an effort to gain opinions about downtown Salinas from more people, an on-line survey instrument was developed. The survey was open from December 4, 2013 through April 1, 2014. The survey was also made available in Spanish and two people completed this version of the survey. The two Spanish surveys were manually entered into the English version for reporting purposes. A total of 571 surveys were completed, which is exceptional response to a voluntary survey. This report summarizes the results of the survey.

General Questions – Respondent Information

1. Which best describes where you live?

- In Downtown Salinas 8.2%
- In Salinas 49.2%
- In Monterey County 37.3%
- Other 5.3%

2. Which best describes your living arrangement?

- I own my own home 66.0%
- I pay rent 30.3%
- I live with my parents 3.2%
- I am homeless or live with someone else 0.5%

3. Which best applies to you?

- I work in downtown 53.9%
- I own/operate a business downtown 4.2%
- I own property in downtown 2.1%
- I am a student 0.4%
- My company plans to relocate downtown 1.0%
- None of the above 38.4%

Downtown Workers

The third question was used to ask targeted questions to three groups: downtown workers; downtown merchants and property owners; and downtown shoppers and visitors. The following three questions were directed to the 308 respondents who stated that they worked in downtown, this represents just over half of all people who took the survey.

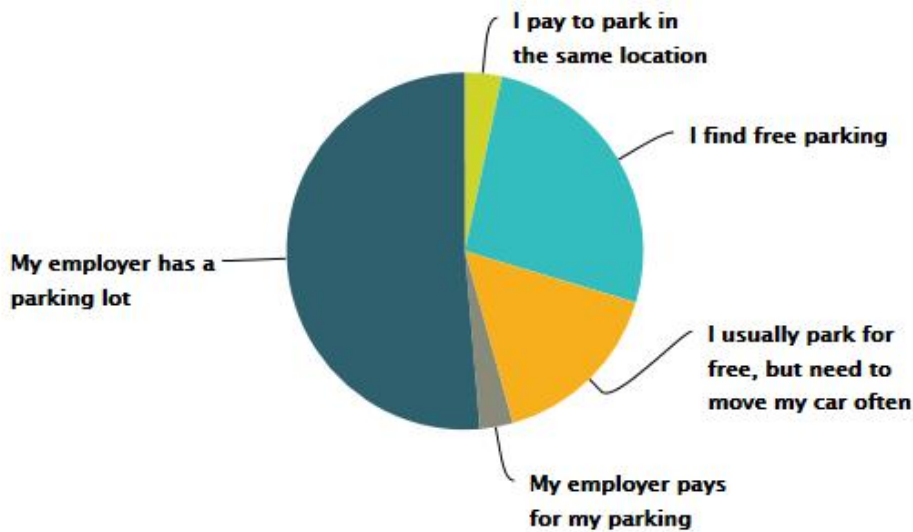
4. How often do you typically visit downtown shops, restaurants or events? (responses from 301 downtown workers)



	Most Days	2 or 3 Times Per Week	Weekly	Monthly	Never	Total
Breakfast or coffee shop	8.64% 26	10.96% 33	19.60% 59	39.53% 119	21.26% 64	301
Lunch from a restaurant	7.31% 22	22.59% 68	27.91% 84	35.22% 106	6.98% 21	301
Stay downtown after work	2.33% 7	6.98% 21	10.96% 33	28.90% 87	50.83% 153	301
On days you don't work	2.66% 8	4.32% 13	20.60% 62	42.52% 128	29.90% 90	301

This question reveals that lunch and breakfast or coffee are the most frequent times that downtown workers visit downtown businesses or events. Only 20% stay downtown after work; there is tremendous potential for increasing retail sales by enticing more workers to stay downtown to frequent restaurants and businesses.

5. What best describes your parking habits? (responses from 300 downtown workers)



Answer Choices	Responses
▼ I pay to park in the same location	3.33% 10
▼ I find free parking	26.33% 79
▼ I usually park for free, but need to move my car often	16.00% 48
▼ My employer pays for my parking	3.00% 9
▼ My employer has a parking lot	51.33% 154
Total	300

Over 96% of downtown workers park for free. Over half of downtown employees have parking provided by their employer. Over 42% find free parking on city streets or public parking lots, including 16% who park in time limited parking and move their cars. These 16% are using parking that is intended for visitors and shoppers in downtown. Overall, these numbers reflect an abundance of free parking and a lack of parking management in the downtown.

6. What route do you usually take to enter downtown Salinas?
(responses from 270 downtown workers)

- Main Street (from the north) 29.4%
- Sherwood Drive (from the north) 0.7%
- Market Street (from the east) 8.0%
- Alisal Street (from the east) 4.8%
- John Street (from the east) 4.5%
- Main Street (from the south) 29.8%
- Market Street (from the west) 4.5%
- Alisal Street (from the west) 18.3%

These results reveal that about 30% of downtown workers arrive from the north and from the south, typically using Main Street. Another 23% arrive from the west, while 17% arrive from the east.

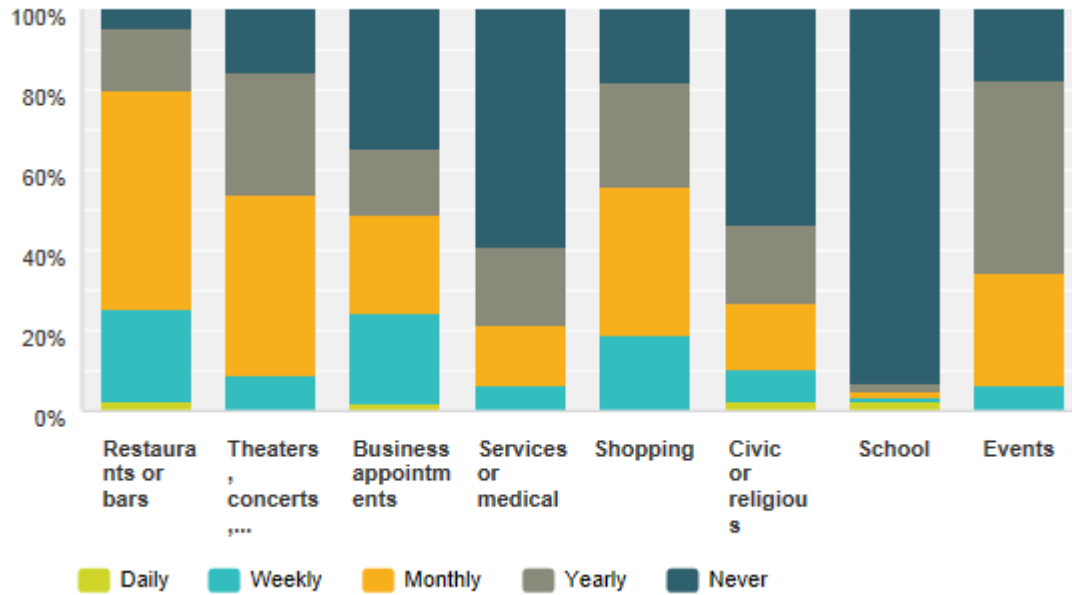
Shoppers and Visitors

The following three questions were asked to those who did not identify themselves as either a downtown worker, merchant or property owner. A total of 226 respondents were in the category which represents about 40% of those who took the survey.

7. What kinds of items would you purchase in downtown Salinas, if available? (Responses from 222 shoppers and visitors)

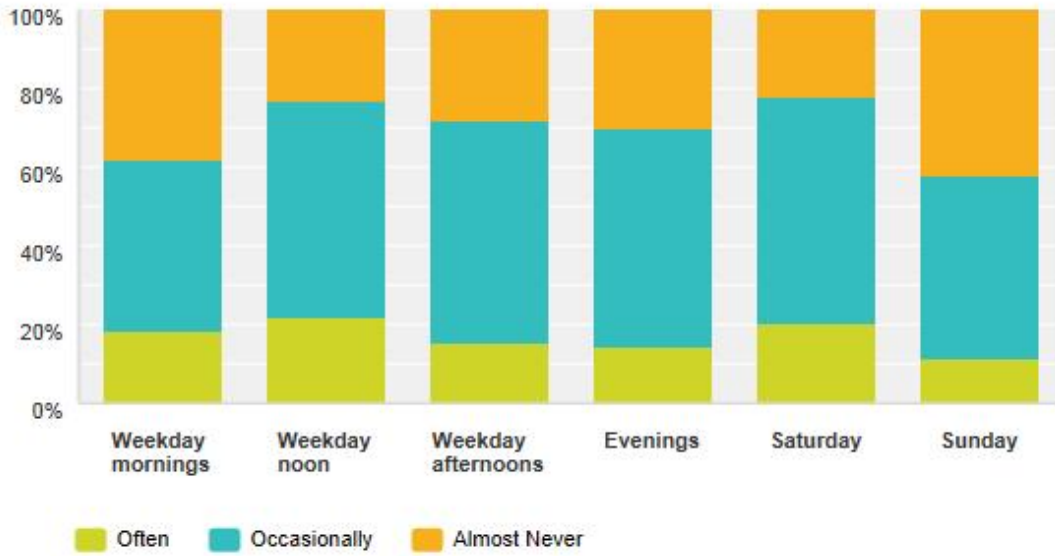
- Groceries 42%
- Clothing 35%
- Books 14%
- Electronics 8%
- Crafts 7%
- Gifts 7%
- Antiques 6%
- Music 3%
- Home Décor 3%

8. Which best describes how often you visit downtown Salinas for each purpose? (Responses from 212 shoppers and visitors)



	Daily	Weekly	Monthly	Yearly	Never	Total
Restaurants or bars	2.43% 5	23.30% 48	54.37% 112	15.53% 32	4.37% 9	206
Theaters, concerts, museums	0.51% 1	8.72% 17	44.62% 87	30.77% 60	15.38% 30	195
Business appointments	2.15% 4	22.58% 42	24.19% 45	16.67% 31	34.41% 64	186
Services or medical	0.00% 0	6.51% 11	14.79% 25	19.53% 33	59.17% 100	169
Shopping	0.53% 1	18.42% 35	36.84% 70	26.32% 50	17.89% 34	190
Civic or religious	2.29% 4	8.00% 14	16.57% 29	19.43% 34	53.71% 94	175
School	2.38% 4	1.19% 2	1.19% 2	2.38% 4	92.86% 156	168
Events	0.53% 1	5.82% 11	28.04% 53	48.15% 91	17.46% 33	189

9. When do you typically visit downtown Salinas? (Responses from 211 shoppers and visitors)



	Often	Occasionally	Almost Never	Total
Weekday mornings	18.50% 32	43.35% 75	38.15% 66	173
Weekday noon	21.84% 38	55.17% 96	22.99% 40	174
Weekday afternoons	15.43% 27	56.57% 99	28.00% 49	175
Evenings	14.29% 27	55.56% 105	30.16% 57	189
Saturday	20.60% 41	57.29% 114	22.11% 44	199
Sunday	11.70% 22	46.28% 87	42.02% 79	188

Merchants and Property Owners

The following questions were targeted to downtown merchants and property owners. There were 36 respondents in this category.

10. What do you think the City could change to improve your customers' experience? (Responses from 26 businesses or property owners)

- Safety improvements for customers 24%
- Attractive streetscapes and storefronts 21%
- Better parking management 21%
- More parking supply 17%
- Convert streets to two-way flow 8%

11. What comments have your customers expressed about parking in downtown? (Response from 29 businesses or property owners)

Answer Choices	Responses
▼ Parking is plentiful and convenient	10.34% 3
▼ Not enough parking downtown	55.17% 16
▼ Parking is available, but fines are too rigorously enforce	31.03% 9
▼ Unsafe walking from available parking	51.72% 15
▼ Not enough parking close to my business	34.48% 10
▼ Don't like to pay for parking	27.59% 8

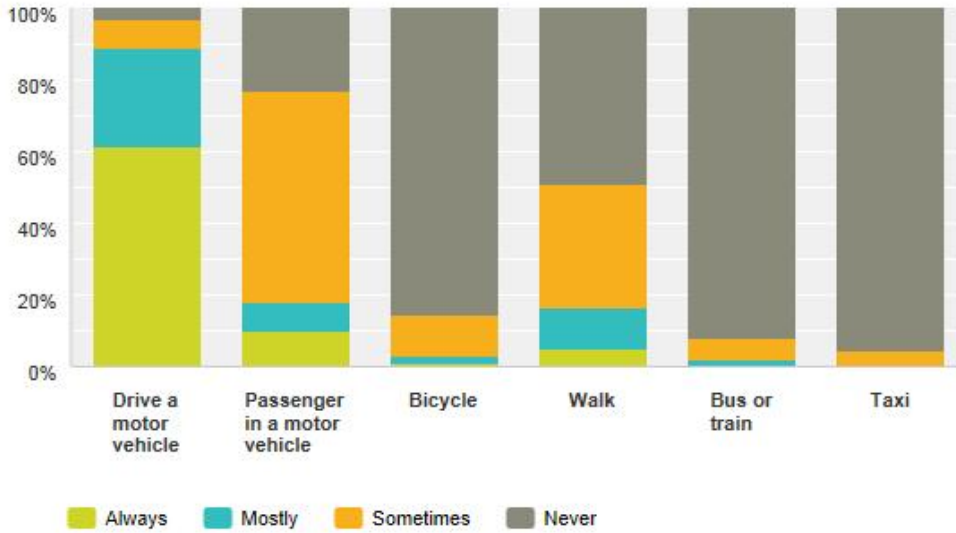
Total Respondents: 29

12. What kind of customers should we try to attract to downtown Salinas? (Responses from 26 businesses or property owners)

- Ones with disposable income 27%
- Ones that stay for the day (tourists) 22%
- Downtown workers and young professionals 15%
- Those looking for social connections and families 12%
- Local and regional residents 12%
- Diversity, all kinds 12%

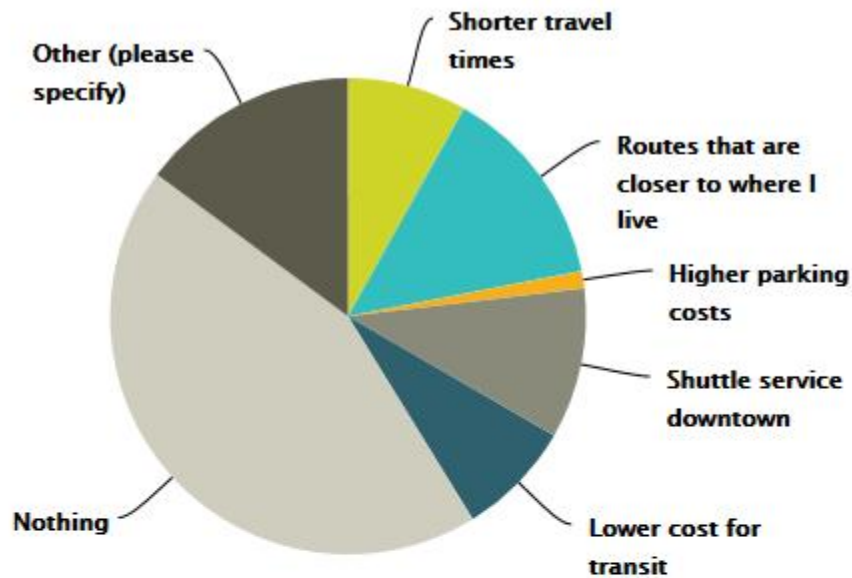
Downtown Mobility

13. How do you travel to and from downtown Salinas?



	Always	Mostly	Sometimes	Never	Total
Drive a motor vehicle	61.46% 303	27.59% 136	8.11% 40	2.84% 14	493
Passenger in a motor vehicle	10.06% 34	7.69% 26	59.47% 201	22.78% 77	338
Bicycle	1.00% 3	2.00% 6	11.33% 34	85.67% 257	300
Walk	4.76% 16	11.61% 39	34.82% 117	48.81% 164	336
Bus or train	0.34% 1	1.69% 5	5.76% 17	92.20% 272	295
Taxi	0.34% 1	0.34% 1	3.75% 11	95.56% 280	293

14. What one factor would make you more willing to ride transit (bus or train) to downtown Salinas?

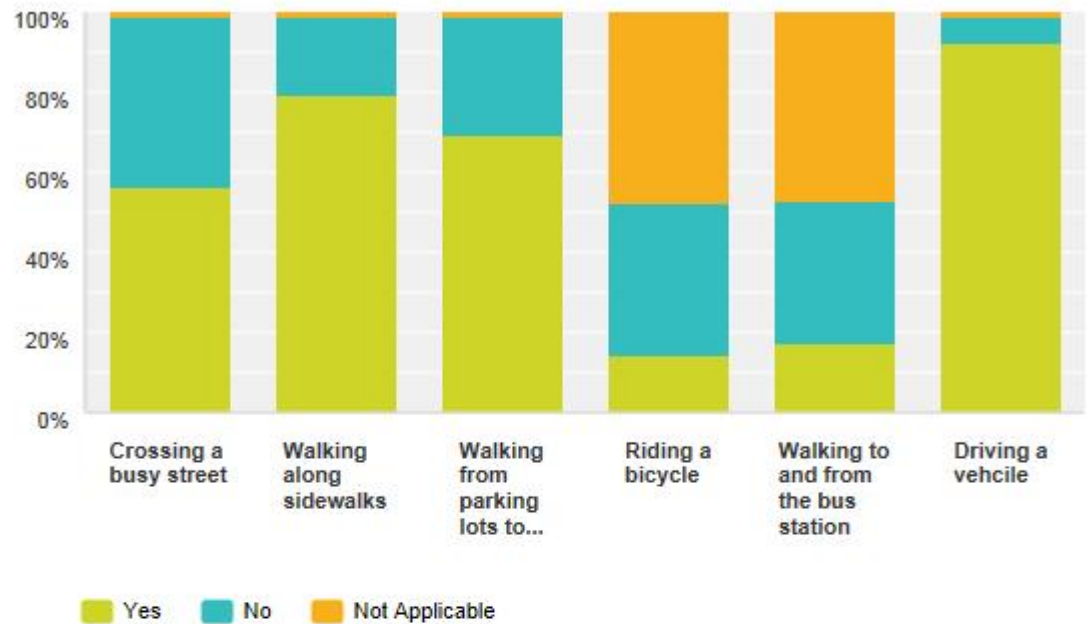


Answer Choices	Responses
Shorter travel times	8.09% 42
Routes that are closer to where I live	13.87% 72
Higher parking costs	1.16% 6
Shuttle service downtown	10.21% 53
Lower cost for transit	7.90% 41
Nothing	43.93% 228
Other (please specify) Responses	14.84% 77
Total	519

15. What suggestions do you have to encourage more bicycling in downtown Salinas?

- Bike lanes, paths, routes 35%
- Improve safety 20%
- Bike racks and lockers 10%
- Education and enforcement 6%

16. Do you feel comfortable when traveling in downtown Salinas?



	Yes	No	Not Applicable	Total
Crossing a busy street	56.57% 297	42.67% 224	0.76% 4	525
Walking along sidewalks	79.39% 416	19.85% 104	0.76% 4	524
Walking from parking lots to shops	69.63% 360	29.21% 151	1.16% 6	517
Riding a bicycle	14.59% 75	37.74% 194	47.67% 245	514
Walking to and from the bus station	17.74% 91	35.48% 182	46.78% 240	513
Driving a vehicle	92.41% 475	6.42% 33	1.17% 6	514

Downtown Experiences

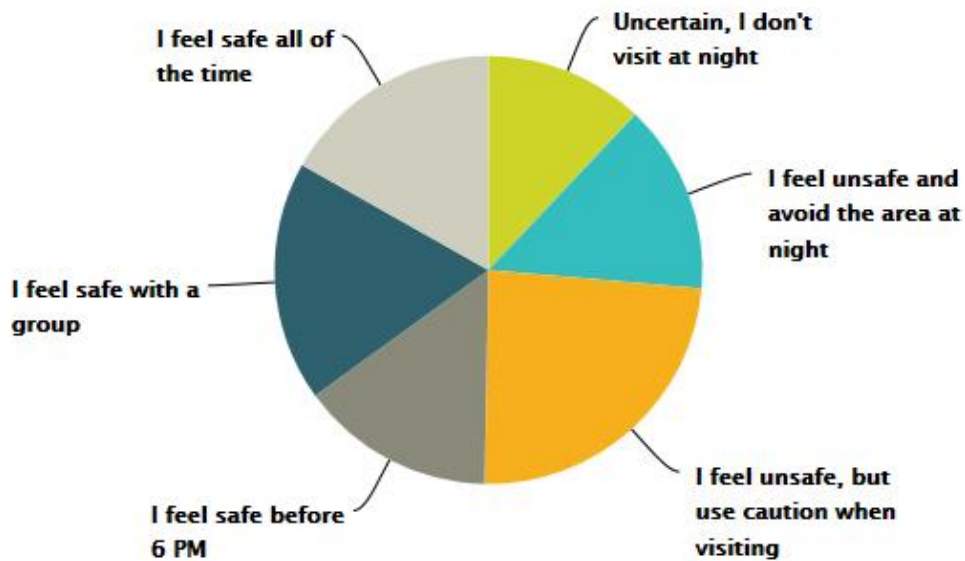
17. What kinds of events, if held in downtown Salinas, would you likely attend?

- Music and concerts 36%
- Farmers market 26%
- Festivals 25%
- Food, wine, beer 14%
- Plays and cultural 9%

18. What is your fondest memory of an experience in downtown Salinas?

- Parades 23%
- Eating 18%
- Movies 15%
- Shopping 11%
- Events (Farmers' Market, First Friday) 6%
- Old Town (old buildings) 4%
- Theater 2%
- Sitting 2%
- Rodeo Week Events 1%
- Dancing 1%

19. Do you feel safe from crime in downtown Salinas?



Answer Choices	Responses
▼ Uncertain, I don't visit at night	12.05% 63
▼ I feel unsafe and avoid the area at night	14.34% 75
▼ I feel unsafe, but use caution when visiting	23.90% 125
▼ I feel safe before 6 PM	14.72% 77
▼ I feel safe with a group	18.16% 95
▼ I feel safe all of the time	16.83% 88
Total	523