Chula Vista Community Survey
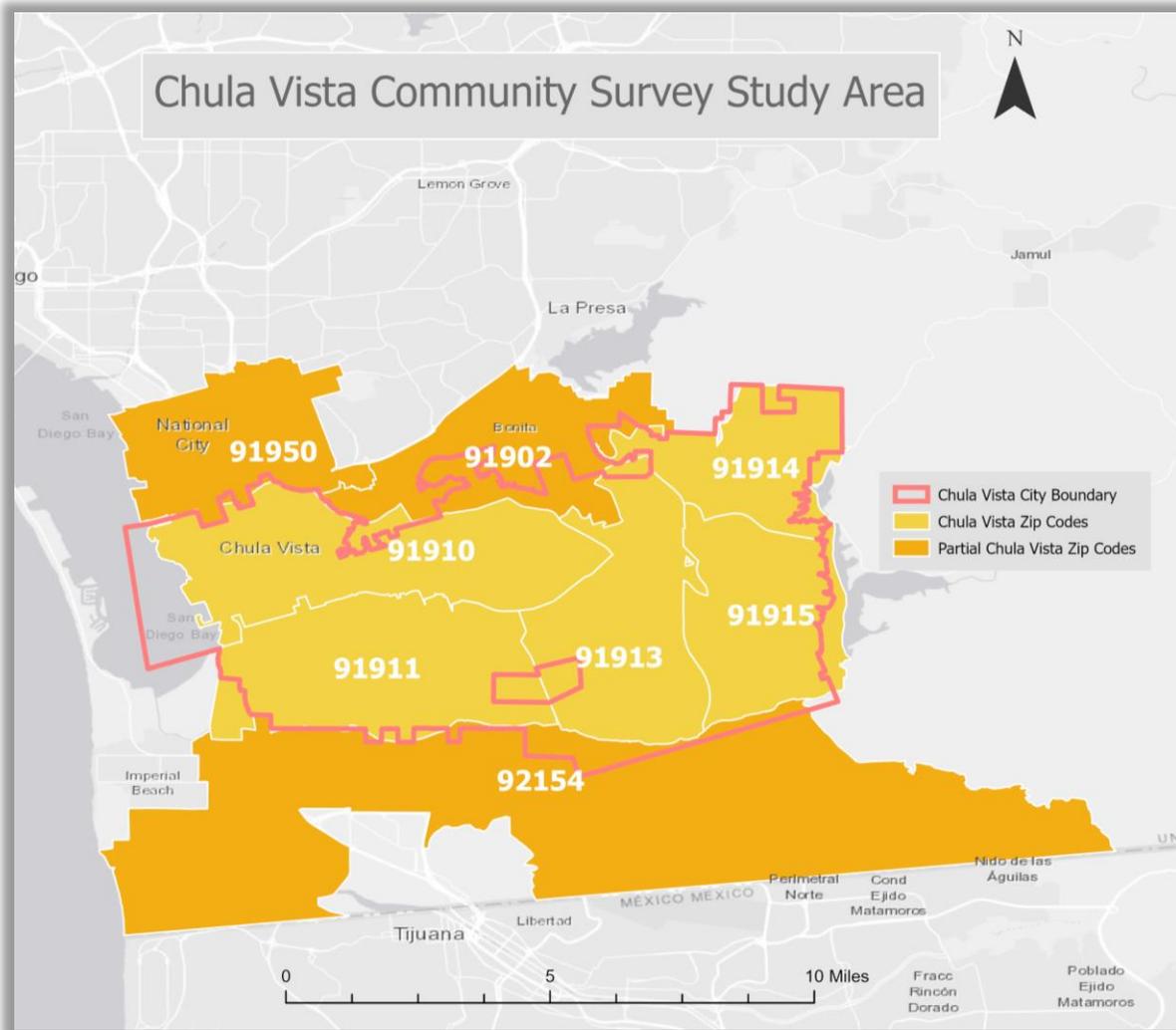
October 14, 2020

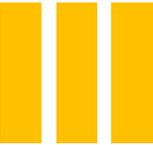**Draft Final Results**

Survey Purpose and Methodology

- Study purpose to gather community feedback on a proposed Western Chula Vista Mobility Hub
  - Participation of persons who are veterans and/or seniors
- Online survey with a data collection target 300-400 of persons who live, work and/or play in Chula Vista
- Data collection 07/31/20 – 09/30/20 (n=550)
- Statistical accuracy is ± 4.2% at a 95% confidence level

Survey Purpose and Methodology

- Survey
  - English and Spanish
  - Recruited through online panel
  - Also distributed through Community Based Organizations and City of Chula Vista

  - Survey Panel (n=302)
  - CBO's and City of Chula Vista Recruitment (n=248)
    - City of Chula Vista Newsletter
    - Community Through Hope
    - Renewing Life
    - Norman Park Senior Center
    - AARP Volunteer
    - Filipino Community Leader
    - Project Advisory Group

Chula Vista Community Survey Study Area

Legend:
- Chula Vista City Boundary
- Chula Vista Zip Codes
- Partial Chula Vista Zip Codes

Zip codes shown: 91950, 91902, 91914, 91910, 91911, 91913, 91915, 92154

Survey Study Area

Demographics

Demographics

Veteran Status

Yes 11%

No 89%

Disability

Yes 16%

No 84%

Gender

Male 41%

Female 59%

Age

45-59 24%

60+ 19%

25 - 44 41%

< 25 16%

Demographics

Income
n = 480

Income bracket	Percentage
< $20K	9%
$20K - $49K	29%
$50K - $99K	33%
$100K+	29%

Ethnicity
n = 536

Ethnicity	Percentage
HISPANIC	37%
WHITE	34%
AFRICAN AMERICAN	6%
ASIAN	11%
OTHER	12%

How would you use a Mobility Hub?

How would you use a Mobility Hub?

n = 550

- ENTERTAINMENT/RECREATION: 25%
- SHOP/RUN ERRANDS: 20%
- COMMUTE TO WORK: 17%
- MEDICAL VISITS: 13%
- VISIT FAMILY: 11%
- COMMUTE TO SCHOOL: 8%
- OTHER: 5%
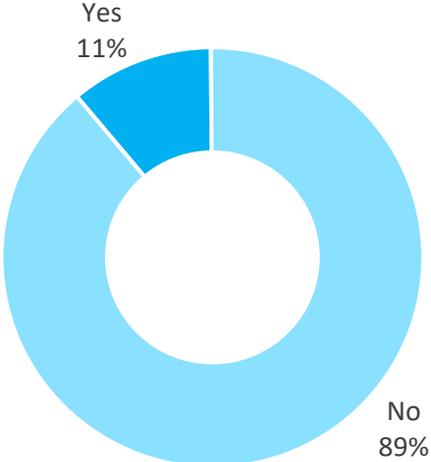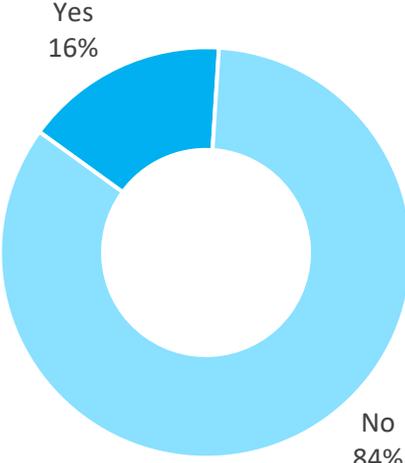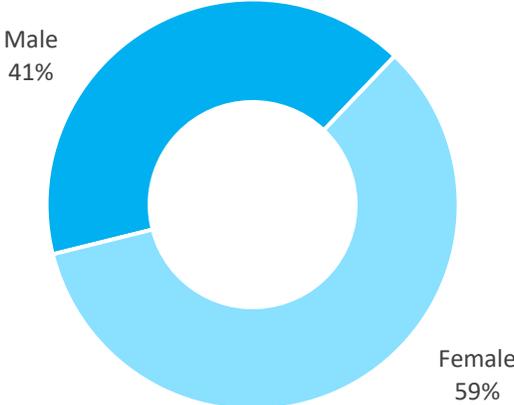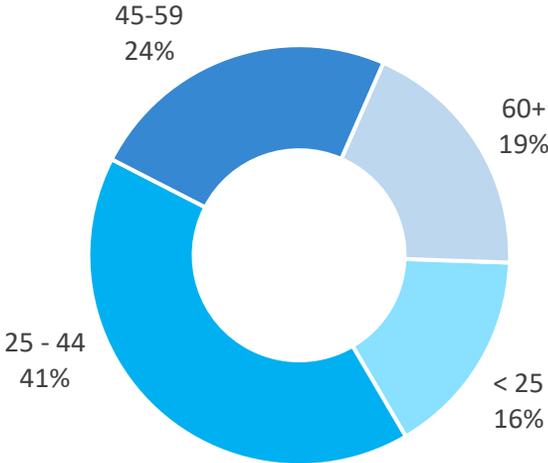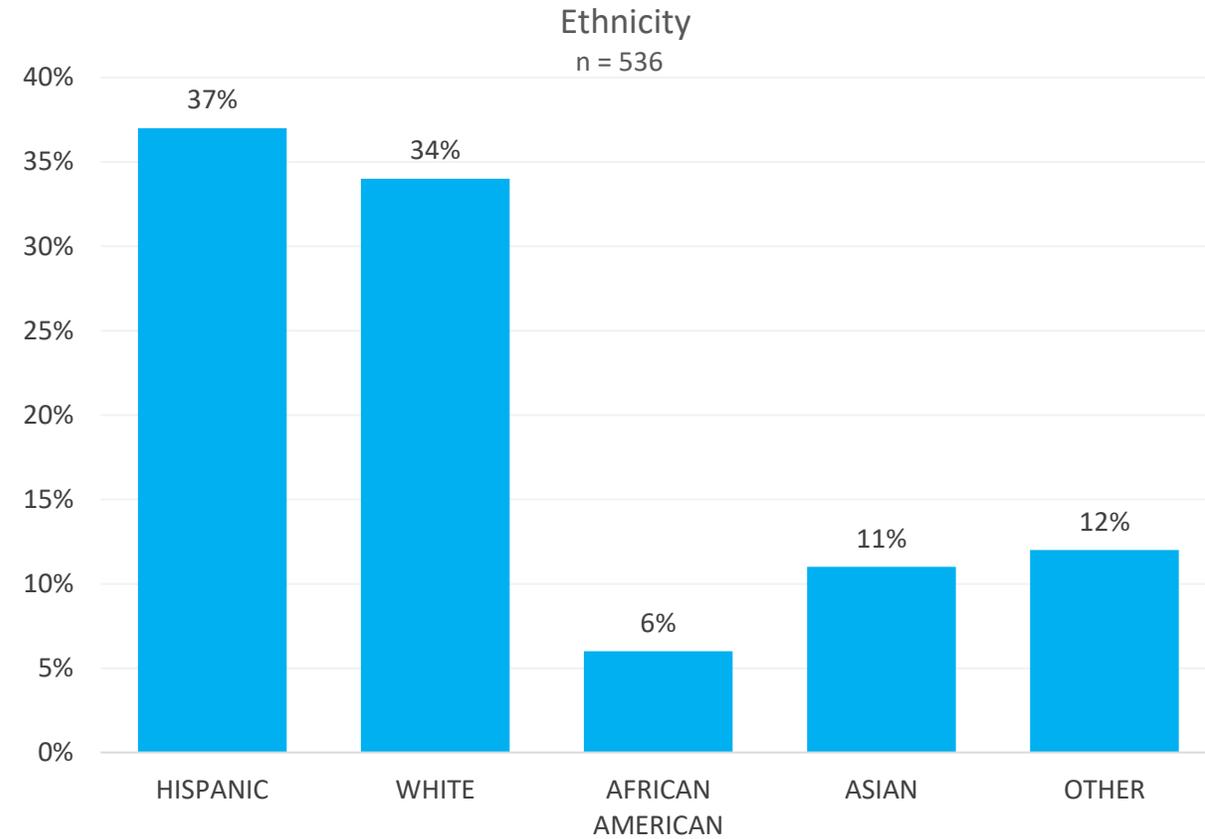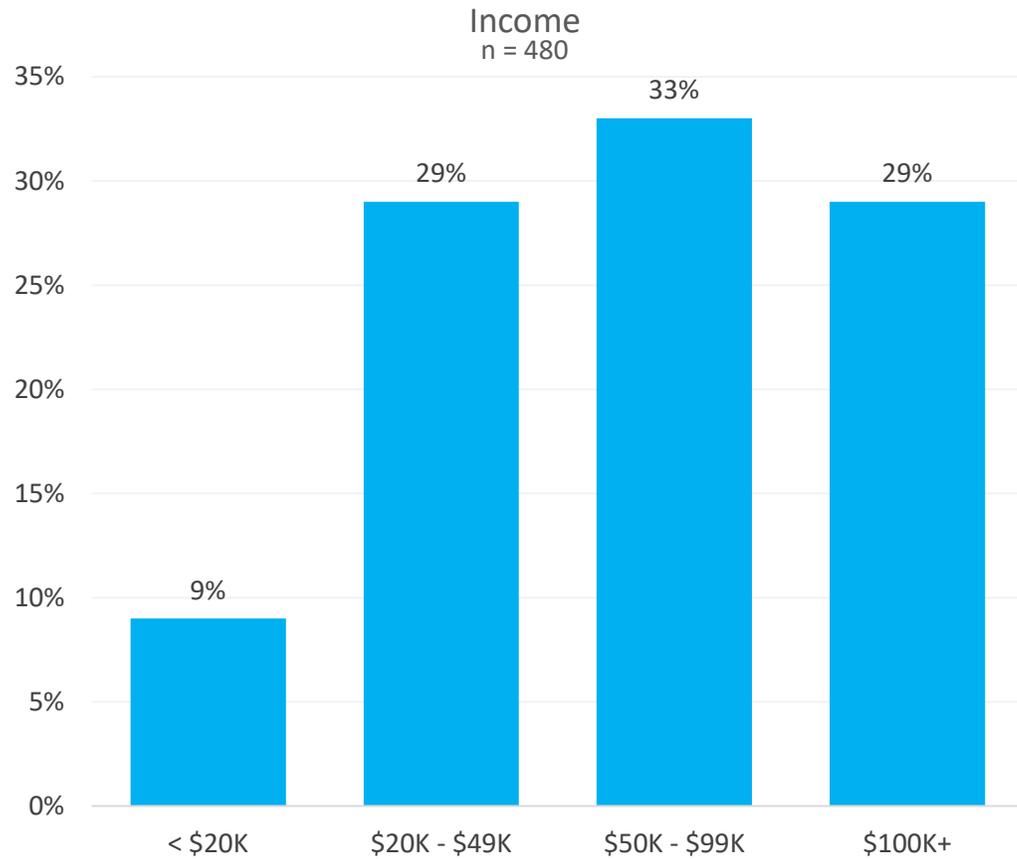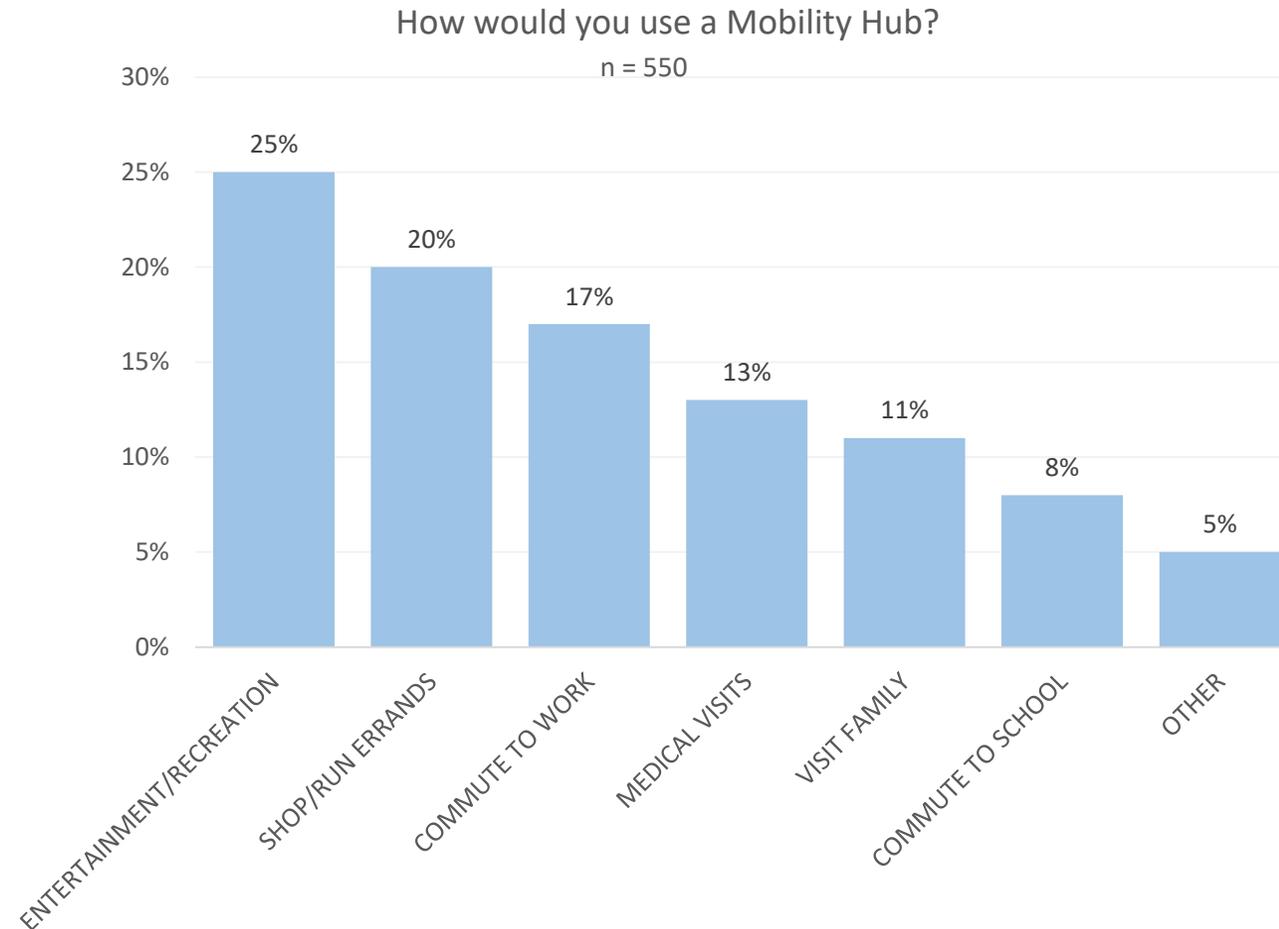
Mode Access

Which of the following types of transportation would you use to access the Mobility Hub and the surrounding areas?

Mobility Hub Access Options - Overall

- The top three ways people say they would access the Mobility Hub are driving (85%), rideshare (63%), and walking (59%)

- Modes that involved "sharing" received the lowest ratings
  - Bikeshare/Scootershare (35%)
  - Carshare was rated the lowest (29%)

Mode Access Options - Percent Yes
n = 501 - 530

Mode	Percent
Driving	85%
Rideshare	63%
Walking	59%
Transit	54%
Shuttle	45%
Biking	44%
Bike/Scooter Share	35%
Carshare	29%
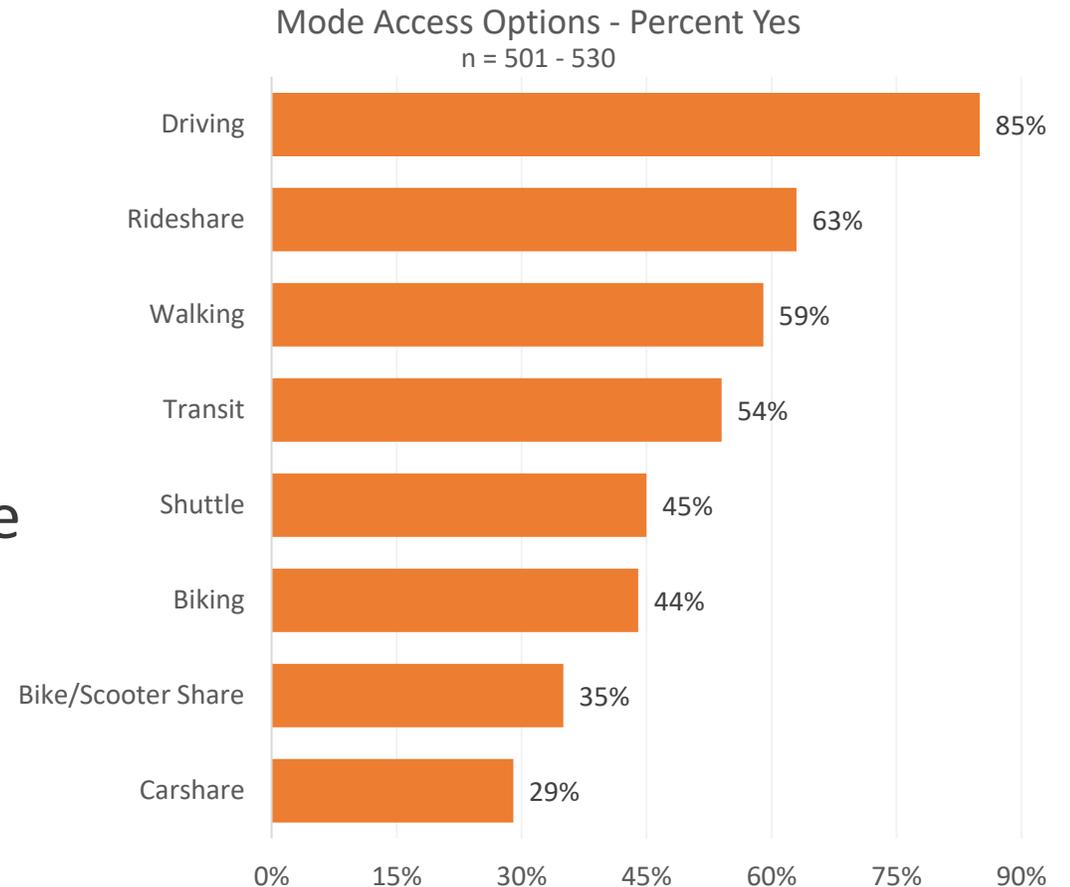
Survey Results

Using a 1 - 5 star scale where 5 stars indicates a solution that would **MOST** encourage you to use transit and the Mobility Hub, while 1 star indicates a solution that would **LEAST** encourage you to use transit and the Mobility Hub

Solutions to Encourage Transit/Mobility Hub Use

- The top five solutions that would encourage people to use the Mobility Hub are:
  - Safety/security features (80%)
  - Transit information (69%)
  - Better connections-walking (68%)
  - Transit station amenities (67%)
  - Streetscape improvements-walking (65%)

Solutions to Encourage Use - Top 5 (4+ Stars)
n = 545
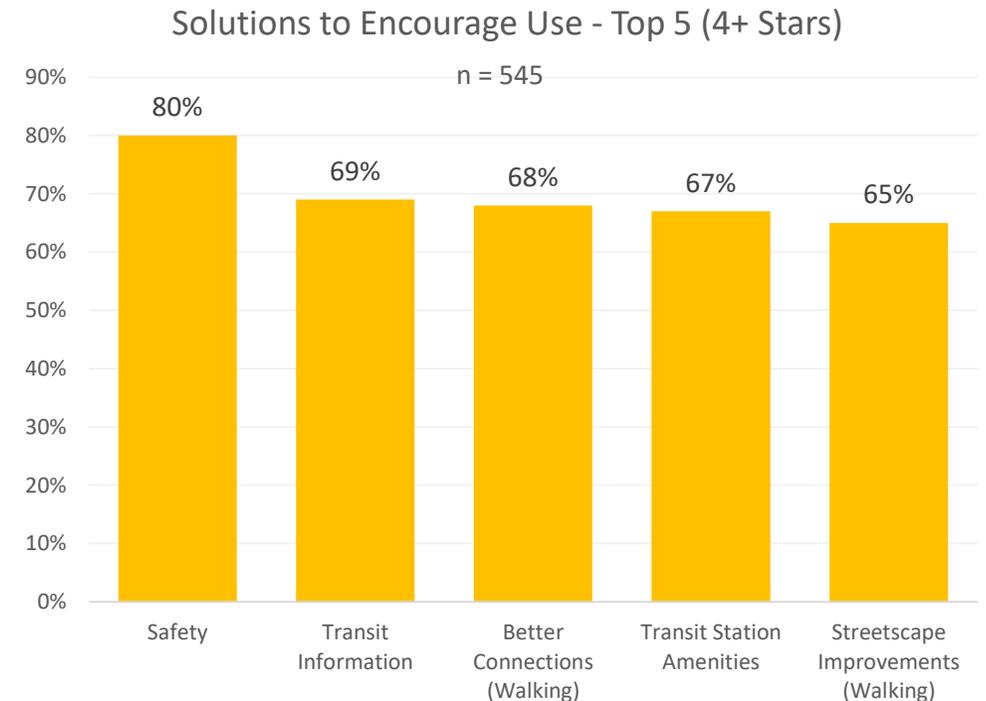
Solutions to Encourage Transit/Mobility Hub Use

Solutions to Encourage Use - Overall (4+ Stars)

Solution	Percentage
Safety	80%
Transit Information	69%
Better Connections (Walking)	68%
Transit Station Amenities	67%
Streetscape Improvements (Walking)	65%
Retail Services	64%
Universal Transportation Account	61%
Kiosks	56%
Better Connections (Biking)	55%
Bike Parking	54%
Smart Parking	54%
Shuttles	52%
Support Services	52%
On Demand Rideshare	50%
Information and Signage (Biking)	49%
Package delivery Lockers	46%
Charging stations	45%
Bike Amenities	41%
Carshare	38%
Bikeshare	36%
Scootershare	33%

Seniors

- The top 5 solutions for seniors are:
  - Safety
  - Transit information
  - Transit station amenities
  - Better connections (walking)
  - Retail services

Seniors (60+) (4+ Stars)

Solution	Percentage
Safety	84%
Transit Information	62%
Transit Station Amenities	59%
Better Connections (Walking)	58%
Retail Services	57%
Streetscape Improvements…	53%
Universal Transportation Account	50%
Shuttles	50%
Kiosks	49%
Support Services	47%
Smart Parking	40%
Bike Parking	36%
On Demand Rideshare	36%
Better Connections (Biking)	34%
Information and Signage (Biking)	32%
Charging Stations	25%
Package Delivery Lockers	24%
Bike Amenities	19%
Carshare	16%
Bikeshare	11%
Scootershare	9%

Employed

- The top 5 solutions for persons who are employed are:
  - Safety
  - Better connections (walking)
  - Transit information
  - Transit station amenities
  - Streetscape improvements (walking)

Employed (4+ Stars)

Category	Percentage
Safety	80%
Better Connections (Walking)	73%
Transit Information	71%
Transit Station Amenities	68%
Streetscape Improvements…	68%
Retail Services	64%
Universal Transportation Account	64%
Better Connections (Biking)	60%
Kiosks	57%
Smart Parking	57%
Bike Parking	57%
Shuttles	55%
Support Services	52%
On Demand Rideshare	51%
Information and Signage (Biking)	51%
Charging Stations	47%
Package Delivery Lockers	46%
Bike Amenities	44%
Carshare	41%
Bikeshare	41%
Scootershare	38%

Students

- The top 5 solutions for students are:
  - Safety
  - Retail services
  - Streetscape improvements (walking)
  - Better connections (walking)
  - Transit station amenities

Students (4+ Stars)

Solution	%
Safety	80%
Retail Services	71%
Streetscape Improvements…	69%
Better Connections (Walking)	65%
Transit Station Amenities	65%
Universal Transportation Account	65%
Better Connections (Biking)	65%
Bike Parking	64%
Package Delivery Lockers	61%
On Demand Rideshare	58%
Transit Information	56%
Smart Parking	56%
Support Services	56%
Information and Signage (Biking)	51%
Bike Amenities	50%
Kiosks	48%
Charging Stations	48%
Shuttles	40%
Bikeshare	38%
Scootershare	36%
Carshare	32%

Veterans

- The top 5 solutions for veterans are:
  - Safety
  - Better connections (walking)
  - Support services
  - Transit station amenities
  - Retail services

Veterans (4+ Stars)

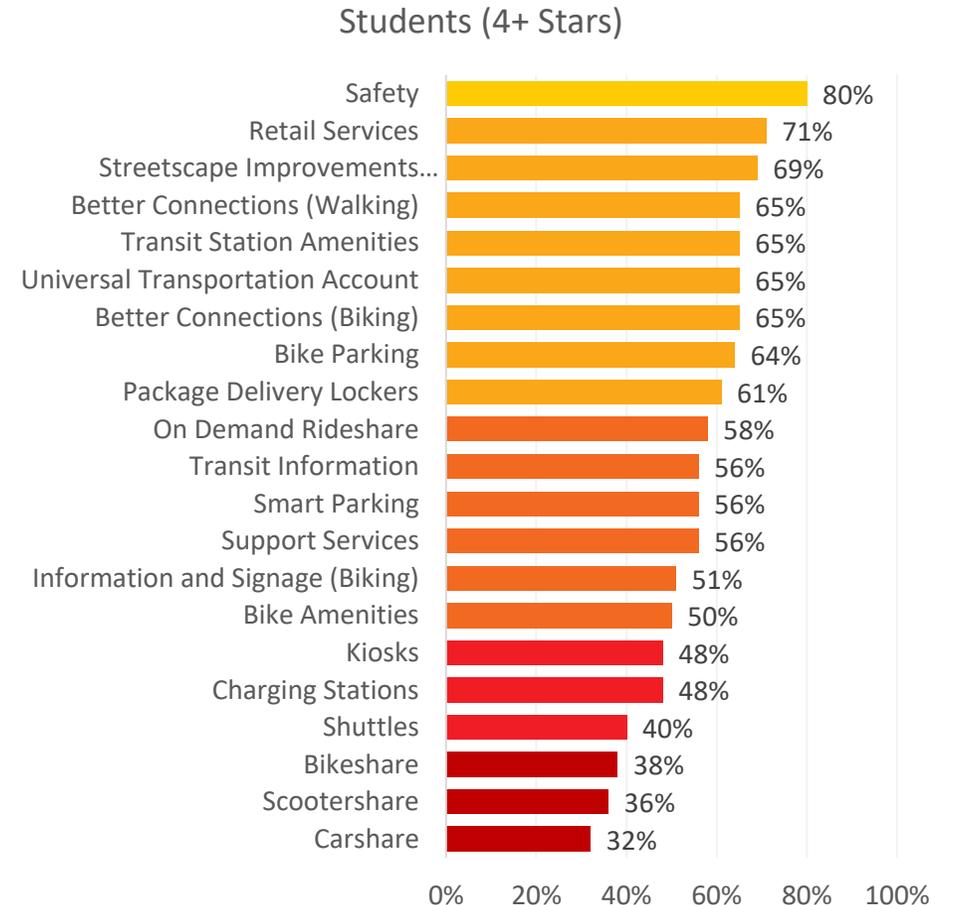| Category	Percentage
Safety	80%
Better Connections (Walking)	67%
Support Services	65%
Transit Station Amenities	63%
Retail Services	63%
Universal Transportation Account	63%
Transit Information	59%
Streetscape Improvements…	56%
Better Connections (Biking)	54%
Smart Parking	53%
Kiosks	52%
Shuttles	52%
Bike Parking	51%
On Demand Rideshare	51%
Bike Amenities	46%
Information and Signage (Biking)	44%
Bikeshare	44%
Charging Stations	42%
Package Delivery Lockers	37%
Carshare	31%
Scootershare	30%

Persons who are disabled

- The top 5 solutions for persons who are disabled are:
  - Safety
  - Better connections (walking)
  - Transit station amenities
  - Streetscape improvements (walking)
  - Retail services

Disabled (4+ Stars)

Category	Percentage
Safety	75%
Better Connections (Walking)	65%
Transit Station Amenities	65%
Transit Information	64%
Streetscape Improvements…	60%
Retail Services	59%
Support Services	59%
Universal Transportation Account	58%
Smart Parking	52%
On Demand Rideshare	52%
Information and Signage (Biking)	50%
Kiosks	49%
Bike Parking	49%
Shuttles	49%
Better Connections (Biking)	45%
Package Delivery Lockers	45%
Bike Amenities	40%
Charging Stations	36%
Carshare	33%
Bikeshare	25%
Scootershare	22%

0% 10% 20% 30% 40% 50% 60% 70% 80%

Safety: video security cameras, emergency call buttons, on site personnel

Overall 80%

Safety (4+ Stars)
n = 545

Category	Subgroup	Value
Employee/Student Status	EMPLOYED	80%
	STUDENT	80%
	NOT EMPLOYED/STUDENT	80%
Age	<25	75%
	25-44	80%
	45-59	80%
	60+	84%
Income	<$50K	81%
	>$50K	80%
Gender	Male	78%
	Female	81%

19
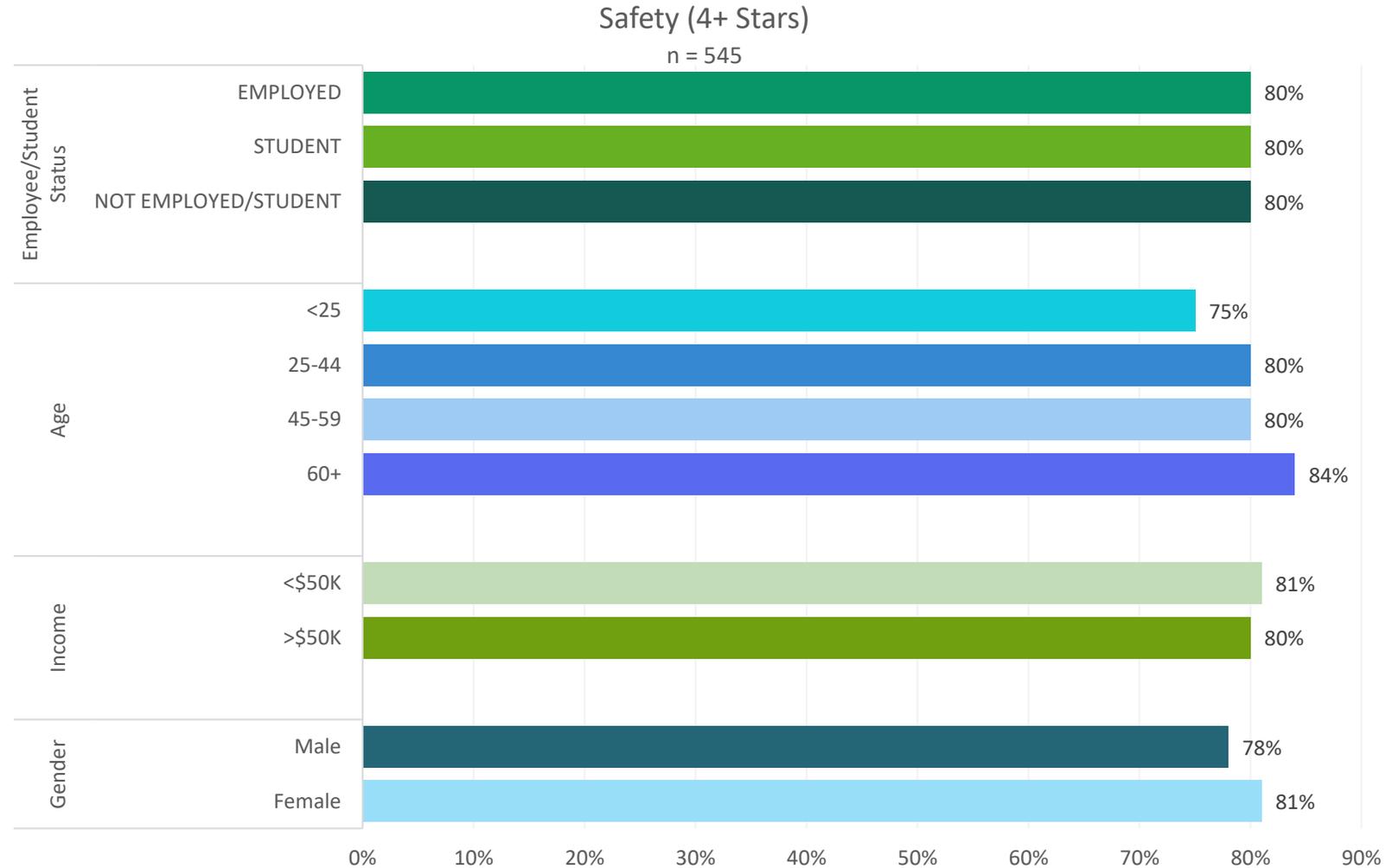
Transit information: real-time transit arrival and route information, interactive trip planning kiosks, and directional signage

Transit Information (4+ Stars)
n = 545

Overall 69%

Employee/Student Status		
EMPLOYED	71%
STUDENT	56%
NOT EMPLOYED/STUDENT	64%

Age		
<25	60%
25-44	74%
45-59	70%
60+	62%

Income		
<$50K	70%
>$50K	73%

Gender		
Male	69%
Female	70%
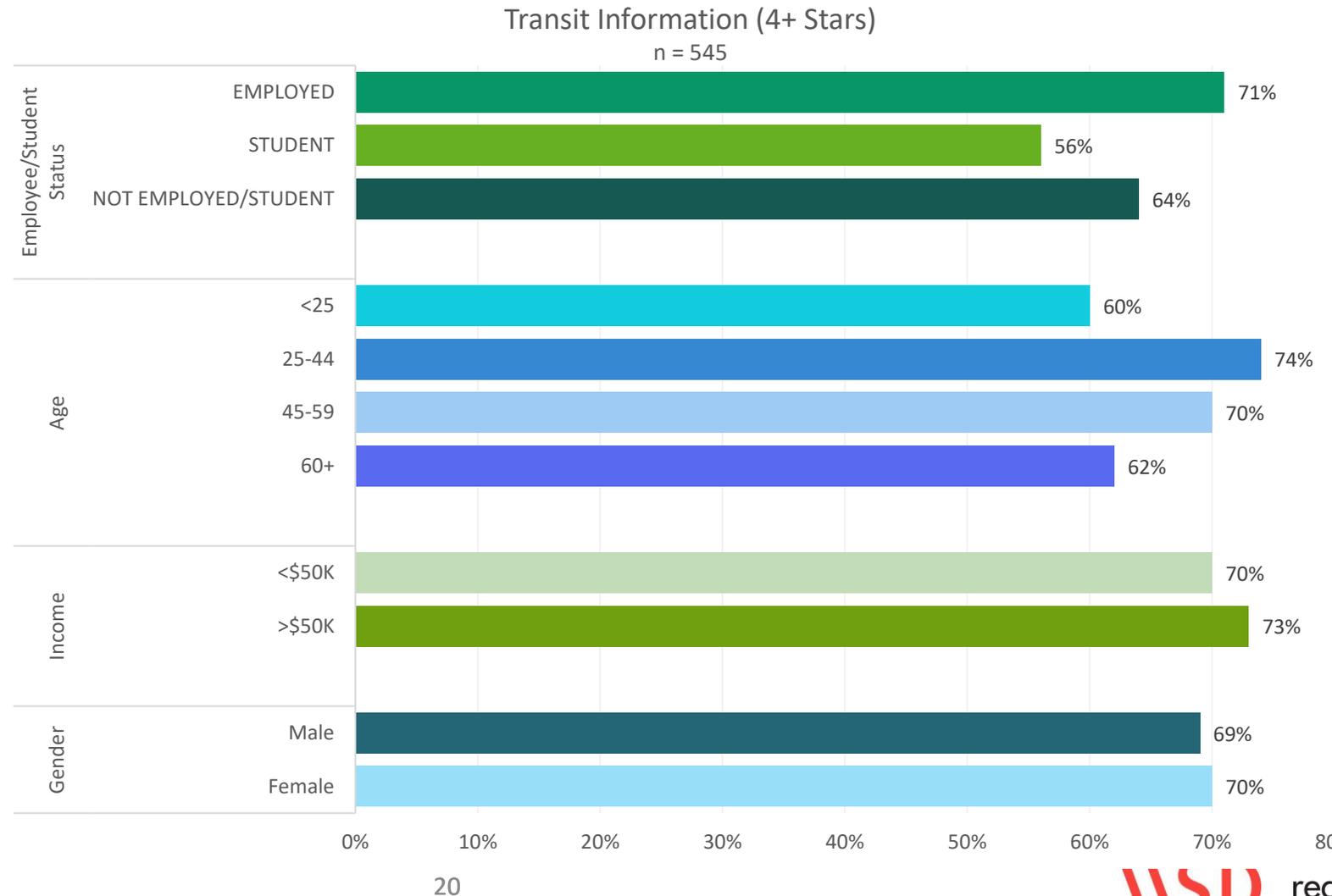
Better connections (walking): improved sidewalks, wider sidewalks, new or better crosswalks

Overall 68%

Better Connections (walking) (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 73%
- STUDENT — 65%
- NOT EMPLOYED/STUDENT — 58%

Age
- <25 — 64%
- 25-44 — 77%
- 45-59 — 66%
- 60+ — 58%

Income
- <$50K — 69%
- >$50K — 71%

Gender
- Male — 66%
- Female — 72%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%
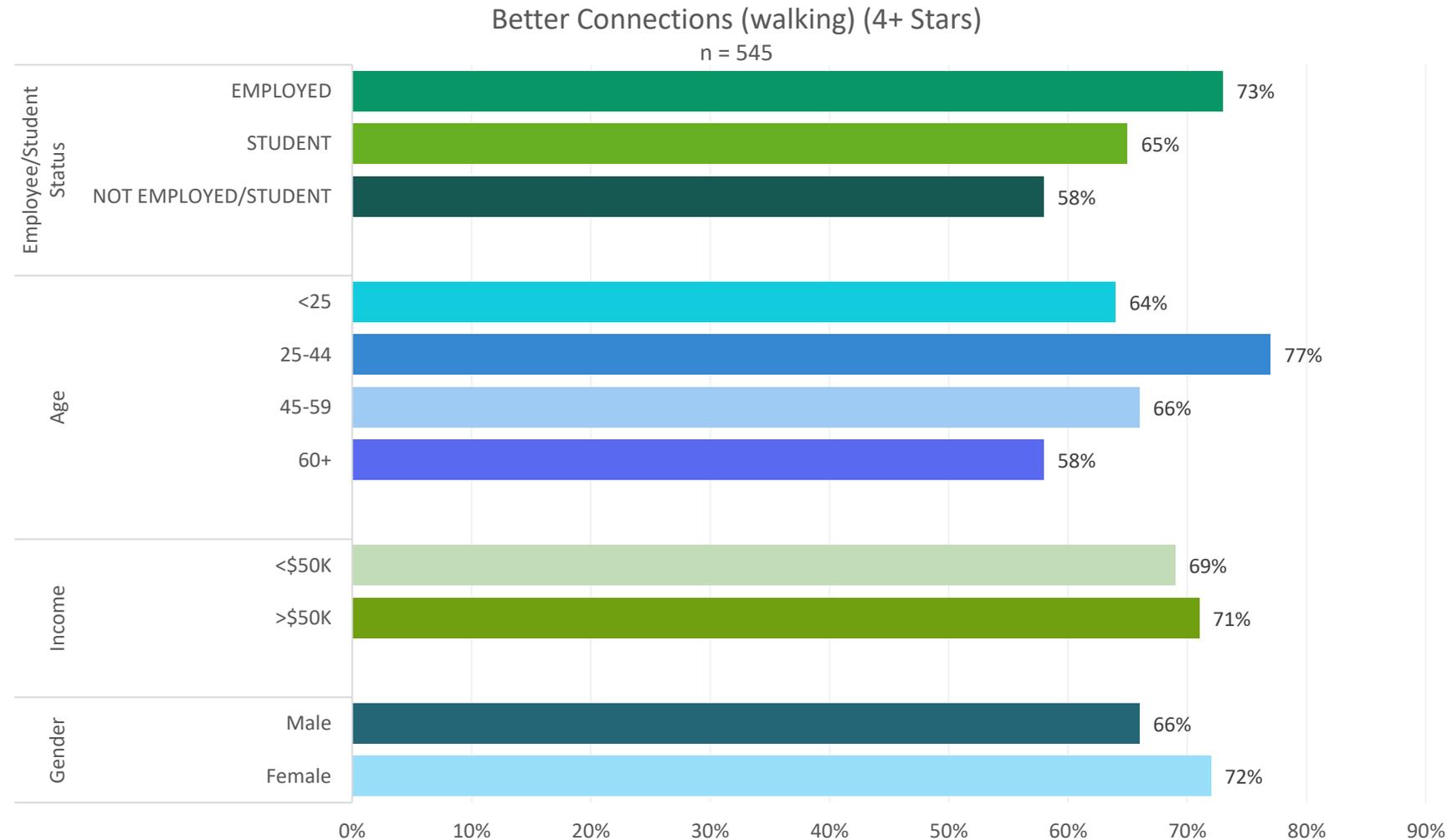
Transit station amenities: benches, shelters, lighting, restrooms, public Wi-Fi hotspots, and USB ports
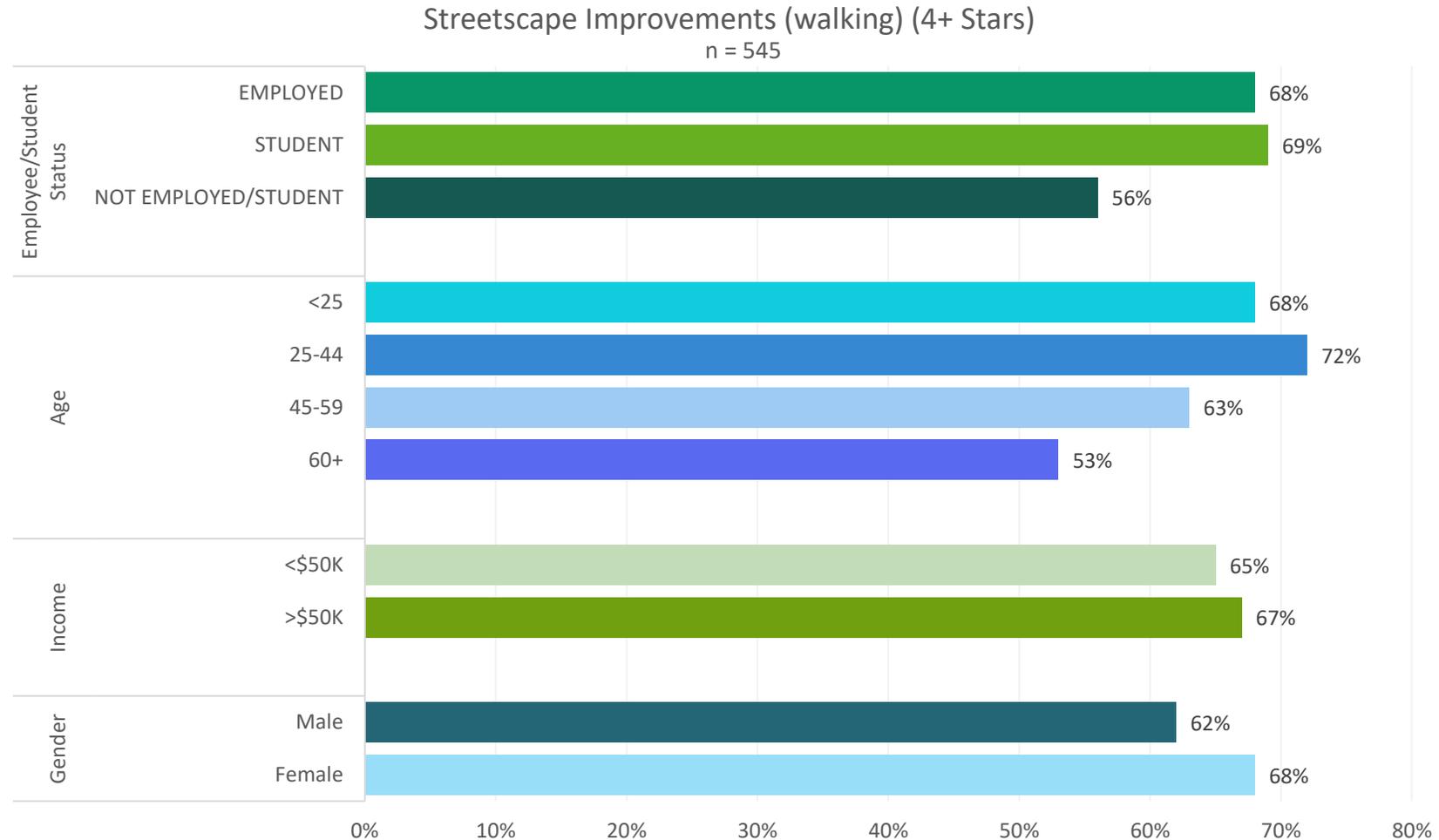
Overall 67%

Transit Station Amenities (4+ Stars)
n = 545

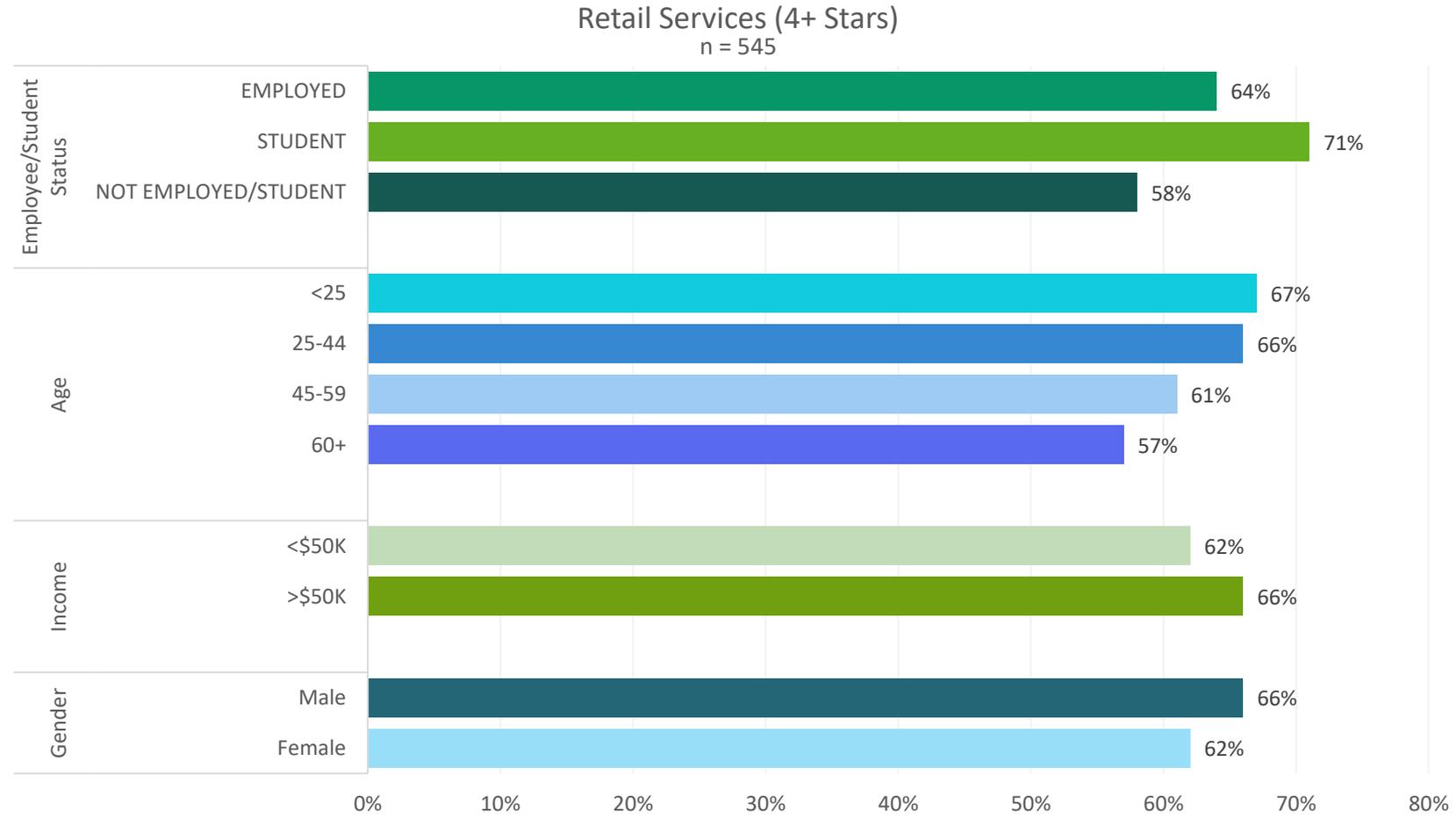| Category	Group	Value
Employee/Student Status	EMPLOYED	68%
Employee/Student Status	STUDENT	65%
Employee/Student Status	NOT EMPLOYED/STUDENT	66%
Age	<25	64%
Age	25-44	74%
Age	45-59	66%
Age	60+	59%
Income	<$50K	69%
Income	>$50K	70%
Gender	Male	66%
Gender	Female	69%
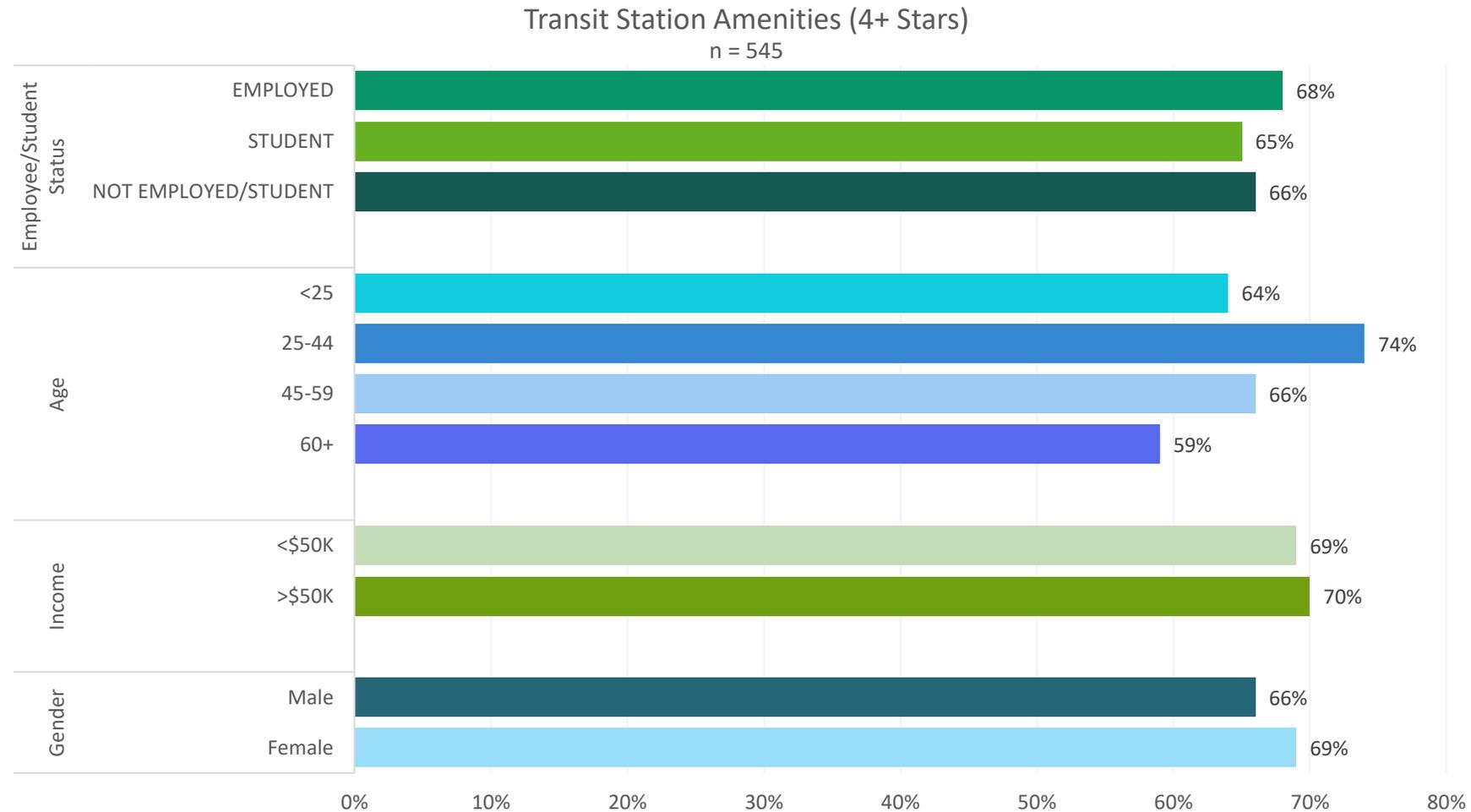
Streetscape improvements (walking): landscaping next to sidewalks, improved street lighting, and directional signage

Streetscape Improvements (walking) (4+ Stars)
n = 545

Overall 65%

Employee/Student Status
- EMPLOYED: 68%
- STUDENT: 69%
- NOT EMPLOYED/STUDENT: 56%

Age
- <25: 68%
- 25-44: 72%
- 45-59: 63%
- 60+: 53%

Income
- <$50K: 65%
- >$50K: 67%

Gender
- Male: 62%
- Female: 68%

Retail services: space for restaurants, coffee shops, grocery outlets, and other retail

Overall 64%

Retail Services (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED: 64%
- STUDENT: 71%
- NOT EMPLOYED/STUDENT: 58%

Age
- <25: 67%
- 25-44: 66%
- 45-59: 61%
- 60+: 57%

Income
- <$50K: 62%
- >$50K: 66%

Gender
- Male: 66%
- Female: 62%

Universal transportation account: one mobile app used to find and pay for mobility services (e.g., transit, rideshare, bikeshare)

Overall 61%

Universal Transportation Account (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 64%
- STUDENT — 65%
- NOT EMPLOYED/STUDENT — 51%

Age
- <25 — 62%
- 25-44 — 64%
- 45-59 — 63%
- 60+ — 50%

Income
- <$50K — 62%
- >$50K — 63%

Gender
- Male — 62%
- Female — 60%

0% 10% 20% 30% 40% 50% 60% 70%
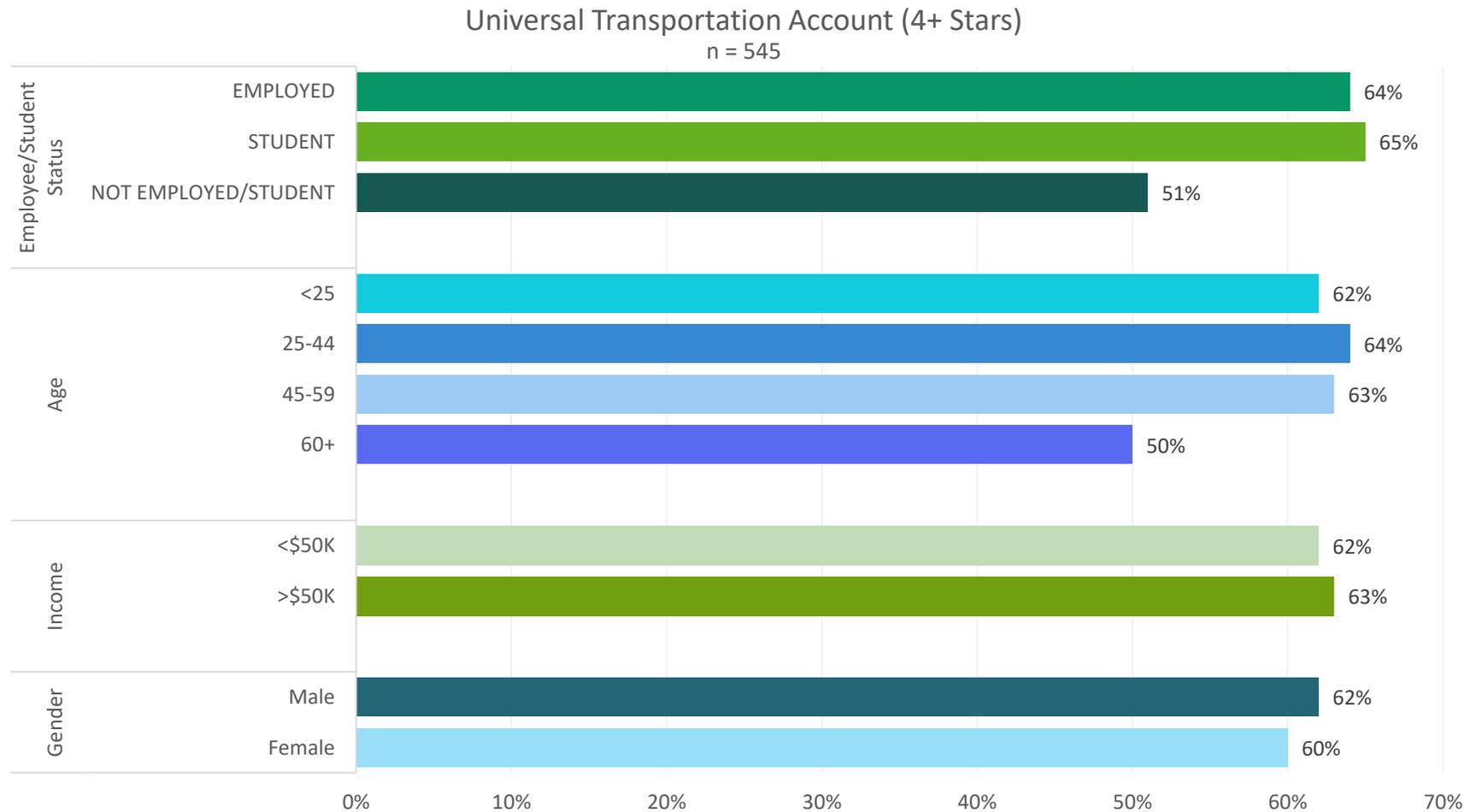
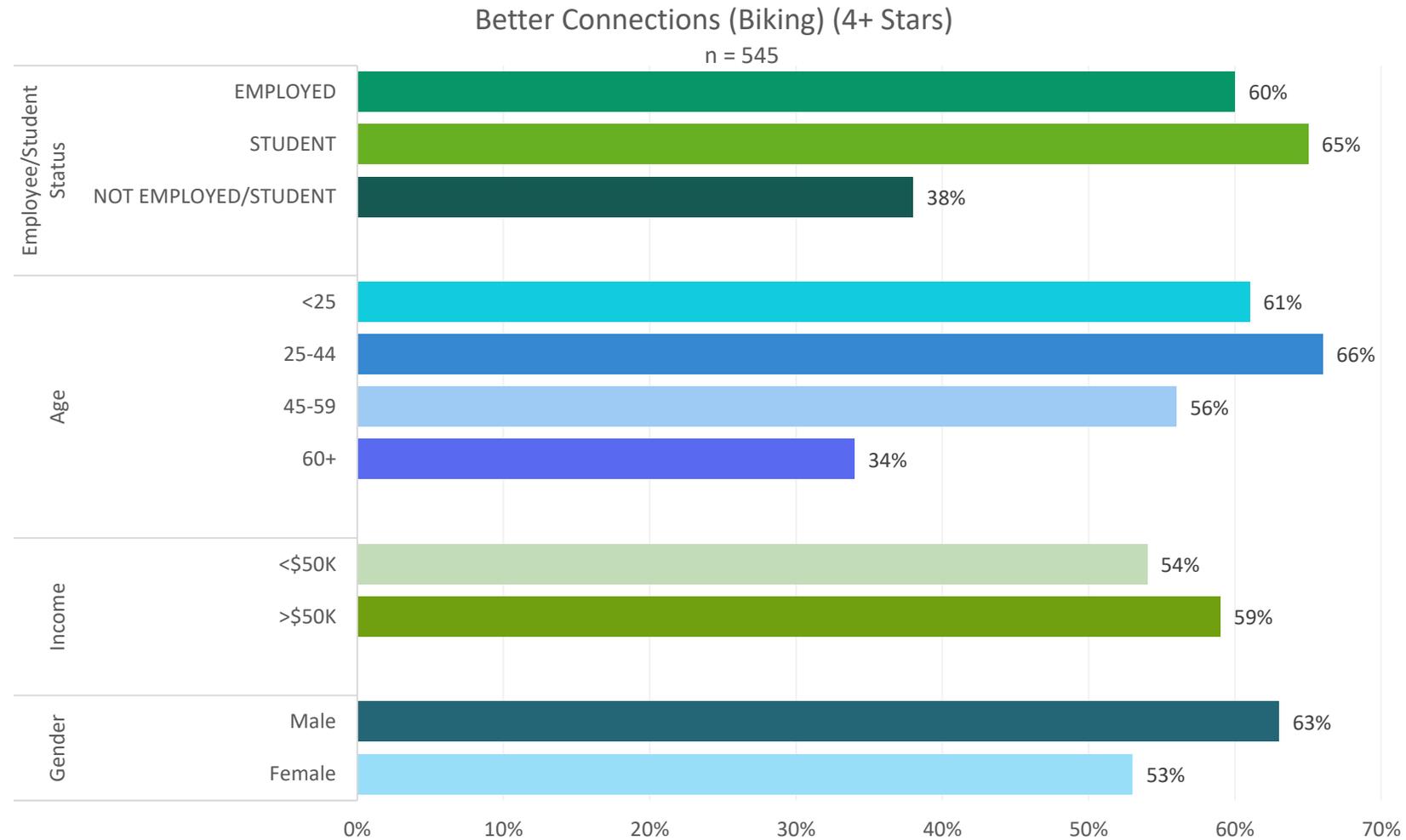# Kiosks: digital kiosk to plan a transit trip, purchase a transit pass, request a rideshare service, etc.

Overall 56%

Kiosks (4+ Stars) (4+ Stars)
n = 545

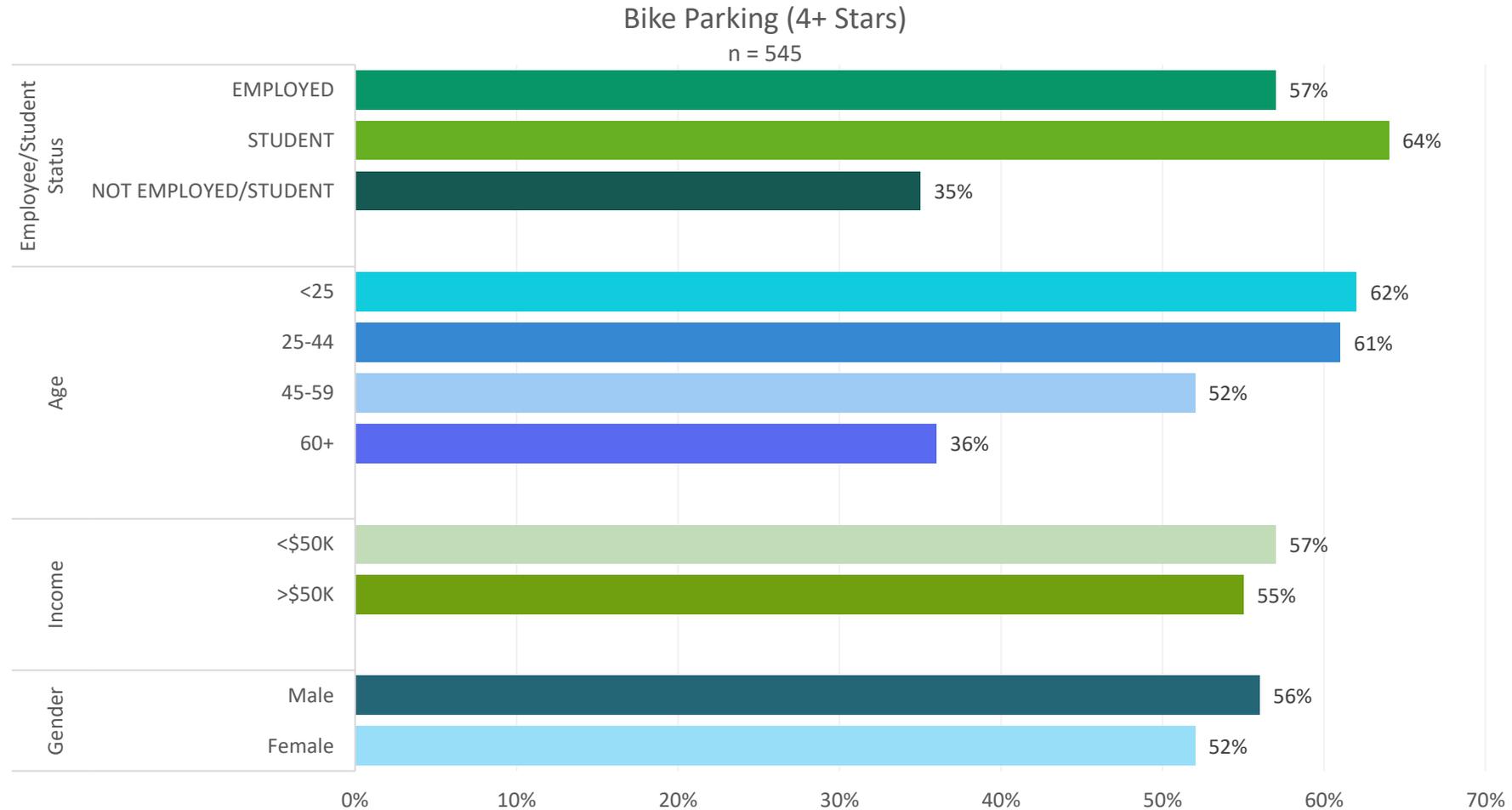| Category	Group	Value
Employee/Student Status	EMPLOYED	57%
Employee/Student Status	STUDENT	48%
Employee/Student Status	NOT EMPLOYED/STUDENT	53%
Age	<25	51%
Age	25-44	58%
Age	45-59	59%
Age	60+	49%
Income	<$50K	58%
Income	>$50K	55%
Gender	Male	52%
Gender	Female	58%

0% 10% 20% 30% 40% 50% 60% 70%
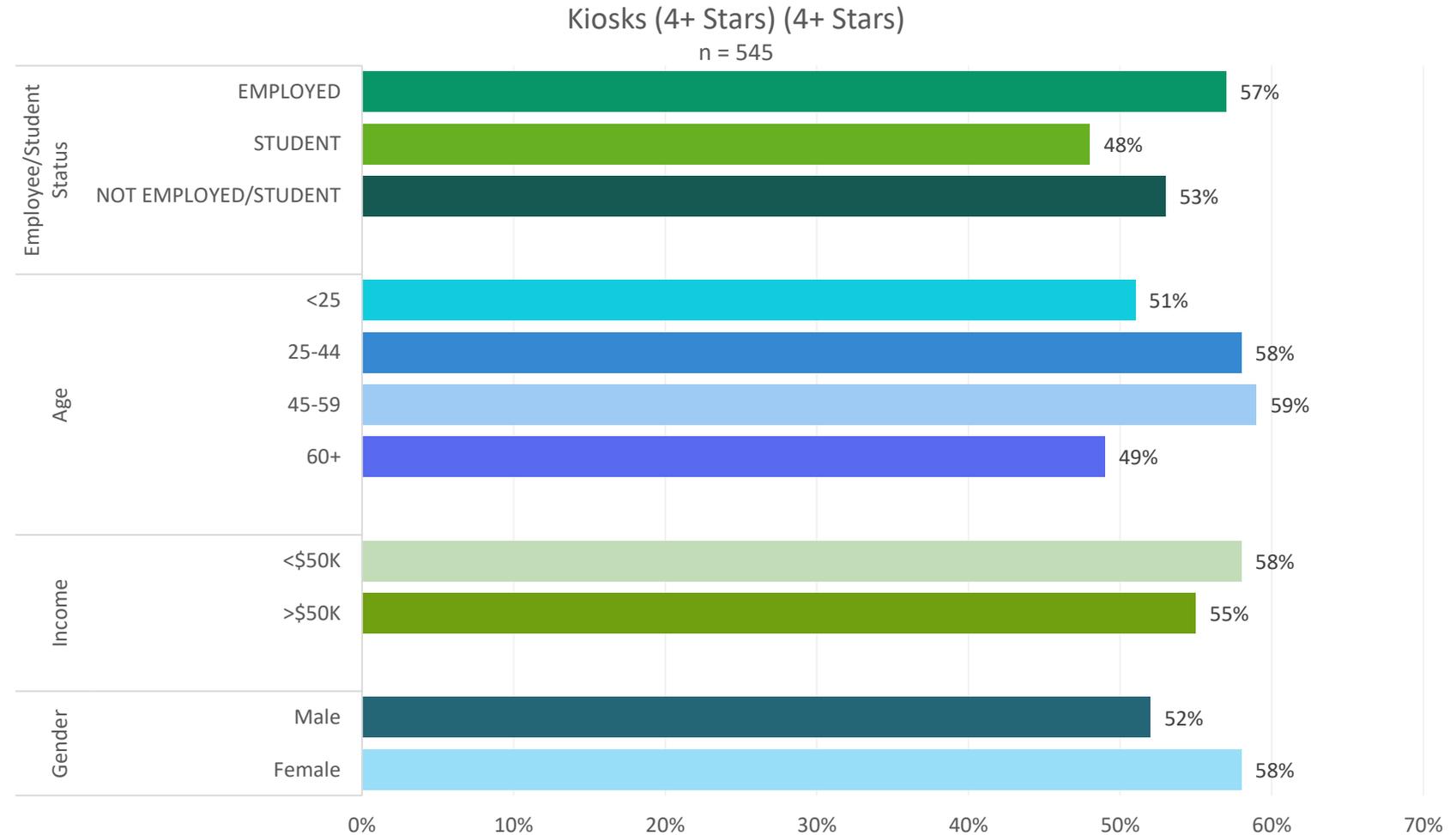
Better connections (biking): bicycle facilities such as bike lanes and paths, and bike crossings at intersections

Overall 55%

Better Connections (Biking) (4+ Stars)

n = 545

Employee/Student Status
- EMPLOYED — 60%
- STUDENT — 65%
- NOT EMPLOYED/STUDENT — 38%

Age
- <25 — 61%
- 25-44 — 66%
- 45-59 — 56%
- 60+ — 34%

Income
- <$50K — 54%
- >$50K — 59%

Gender
- Male — 63%
- Female — 53%

Bike parking: secure bike parking options like bike cages or bike lockers

Overall 54%

Bike Parking (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 57%
- STUDENT — 64%
- NOT EMPLOYED/STUDENT — 35%

Age
- <25 — 62%
- 25-44 — 61%
- 45-59 — 52%
- 60+ — 36%

Income
- <$50K — 57%
- >$50K — 55%

Gender
- Male — 56%
- Female — 52%

Smart parking: online parking reservation system, real-time parking availability information

Overall 54%

Smart Parking (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 57%
- STUDENT — 56%
- NOT EMPLOYED/STUDENT — 44%

Age
- <25 — 59%
- 25-44 — 59%
- 45-59 — 53%
- 60+ — 40%

Income
- <$50K — 55%
- >$50K — 56%

Gender
- Male — 52%
- Female — 55%

0% 10% 20% 30% 40% 50% 60% 70%
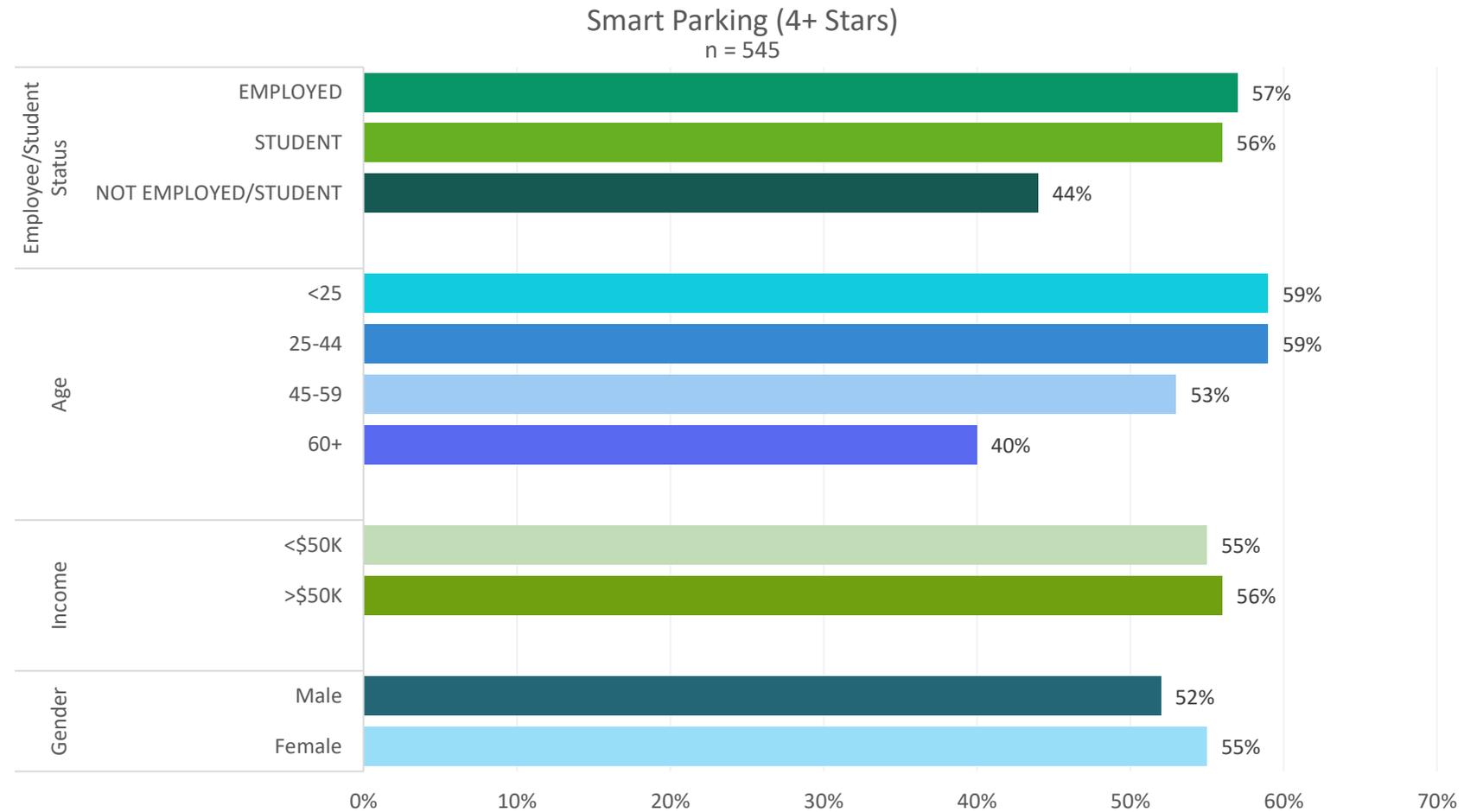
Shuttles: on-demand shuttle service to and from the transit station and the surrounding community

Overall 52%

Shuttles (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 55%
- STUDENT — 40%
- NOT EMPLOYED/STUDENT — 47%

Age
- <25 — 48%
- 25-44 — 56%
- 45-59 — 51%
- 60+ — 50%

Income
- <$50K — 52%
- >$50K — 55%

Gender
- Male — 47%
- Female — 55%
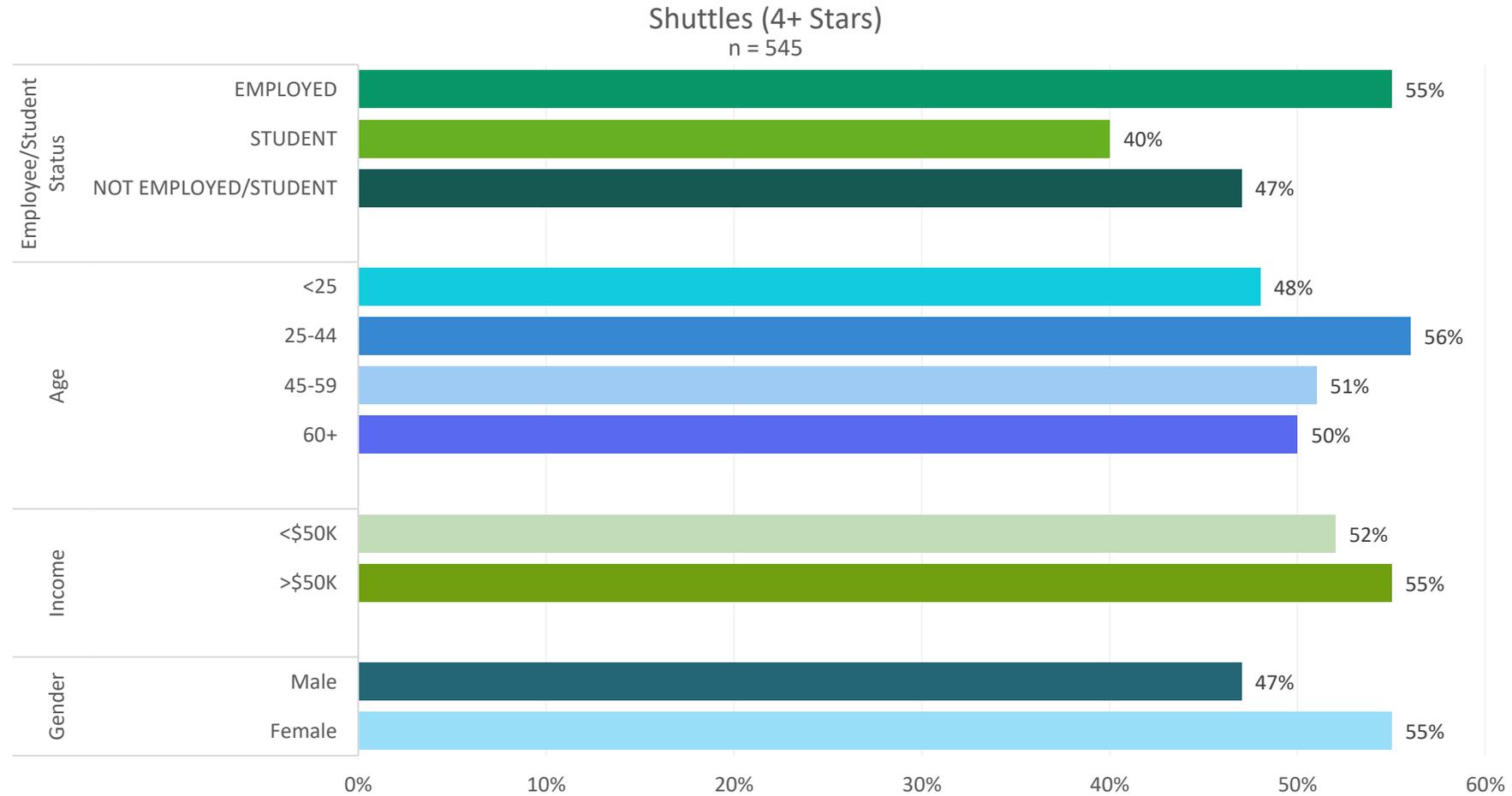
Support services: employment, veteran, and senior services

Overall 52%

Support Services (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 52%
- STUDENT — 56%
- NOT EMPLOYED/STUDENT — 48%

Age
- <25 — 59%
- 25-44 — 55%
- 45-59 — 45%
- 60+ — 47%

Income
- <$50K — 61%
- >$50K — 47%

Gender
- Male — 49%
- Female — 53%

0% 10% 20% 30% 40% 50% 60% 70%
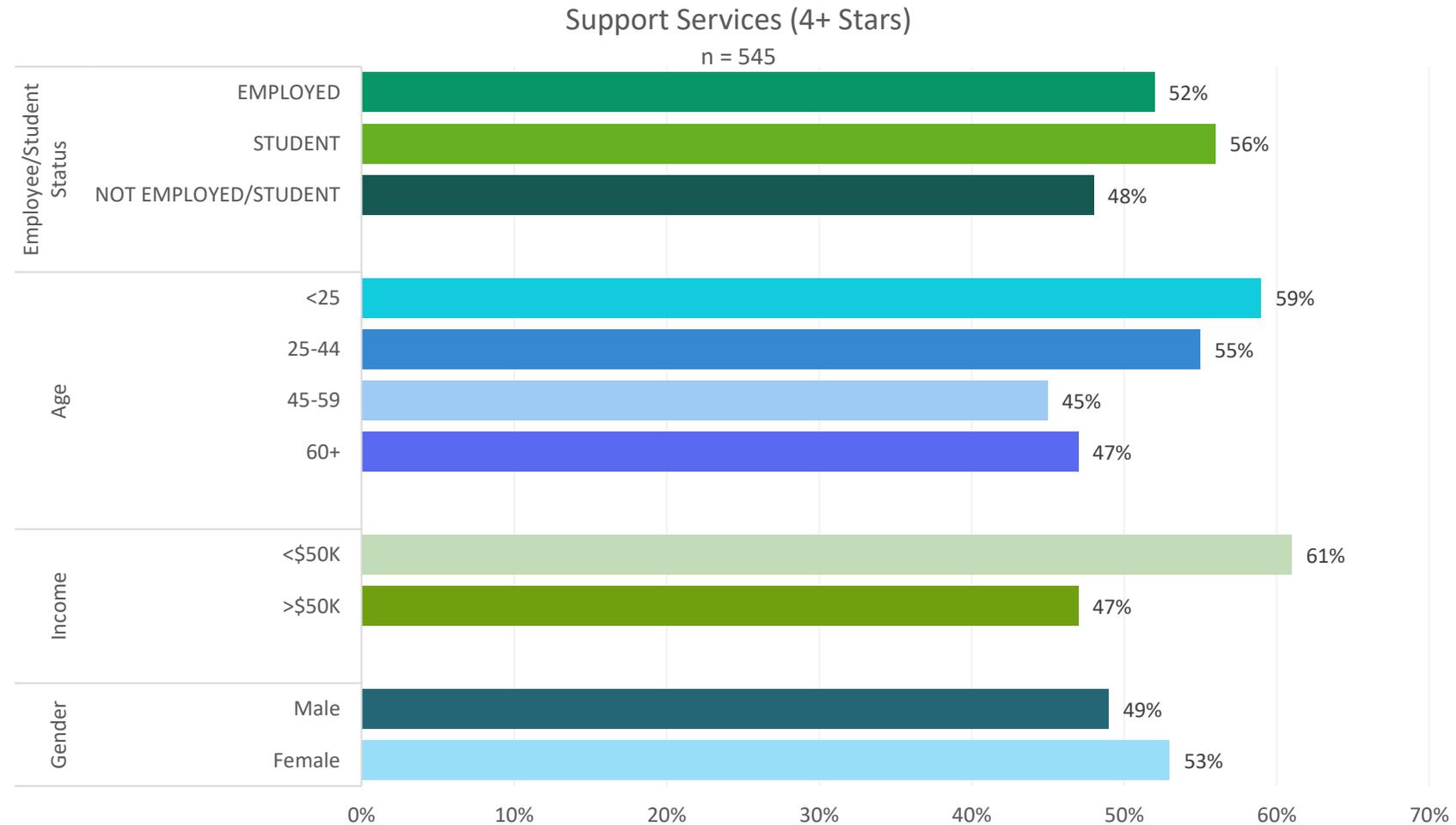
On demand rideshare: real-time rides accessed via smartphone app (e.g., Uber, Lyft)

Overall 50%

On Demand Rideshare (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 51%
- STUDENT — 58%
- NOT EMPLOYED/STUDENT — 43%

Age
- <25 — 53%
- 25-44 — 54%
- 45-59 — 54%
- 60+ — 36%

Income
- <$50K — 50%
- >$50K — 52%

Gender
- Male — 47%
- Female — 54%
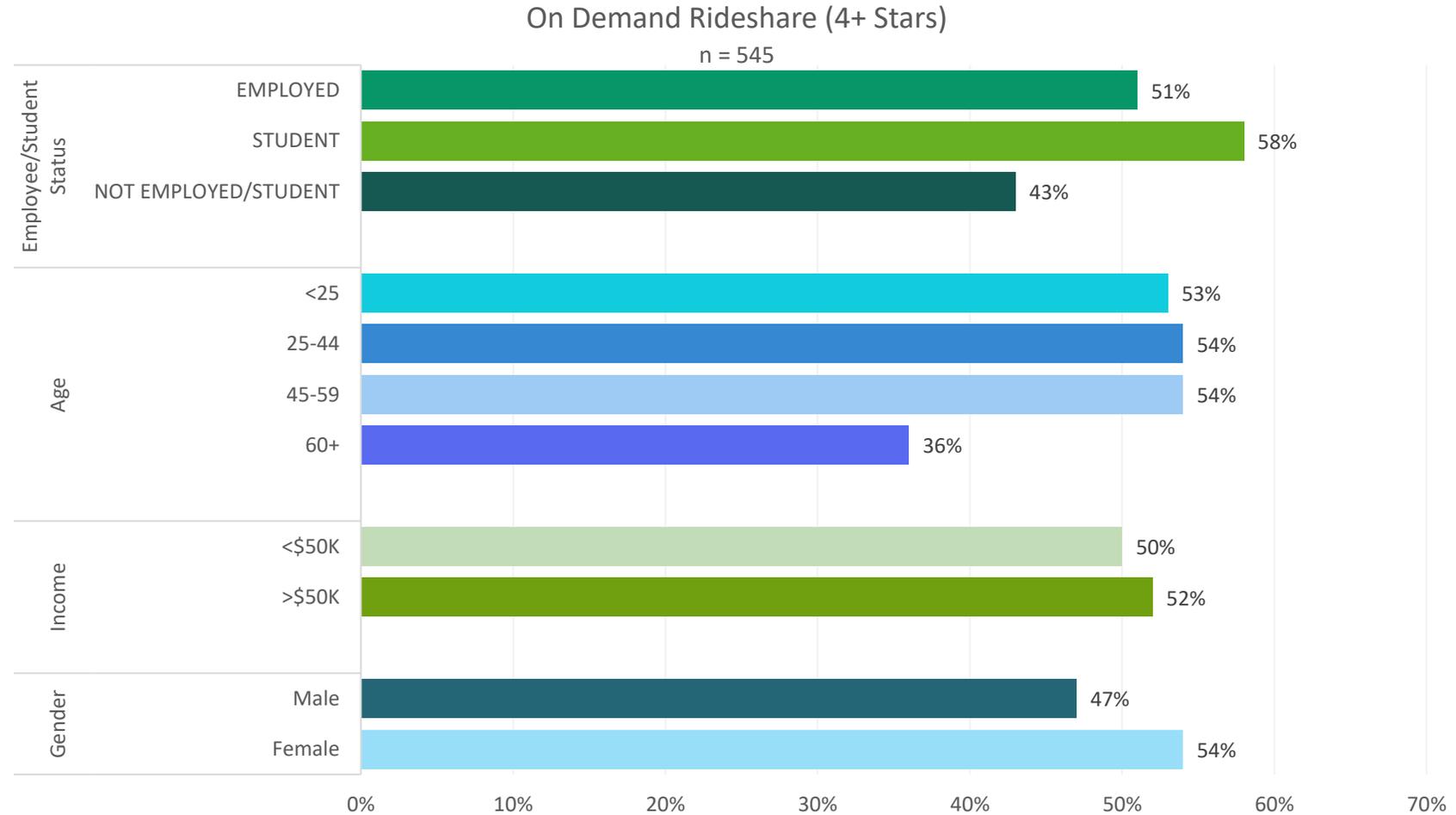
Information and signage (biking): improved directional signage between the station and key destinations

Information & Signage (Biking) (4+ Stars)

n = 545

Overall 49%

Category	Group	Value
Employee/Student Status	EMPLOYED	51%
	STUDENT	51%
	NOT EMPLOYED/STUDENT	43%
Age	<25	53%
	25-44	54%
	45-59	52%
	60+	32%
Income	<$50K	56%
	>$50K	47%
Gender	Male	47%
	Female	52%
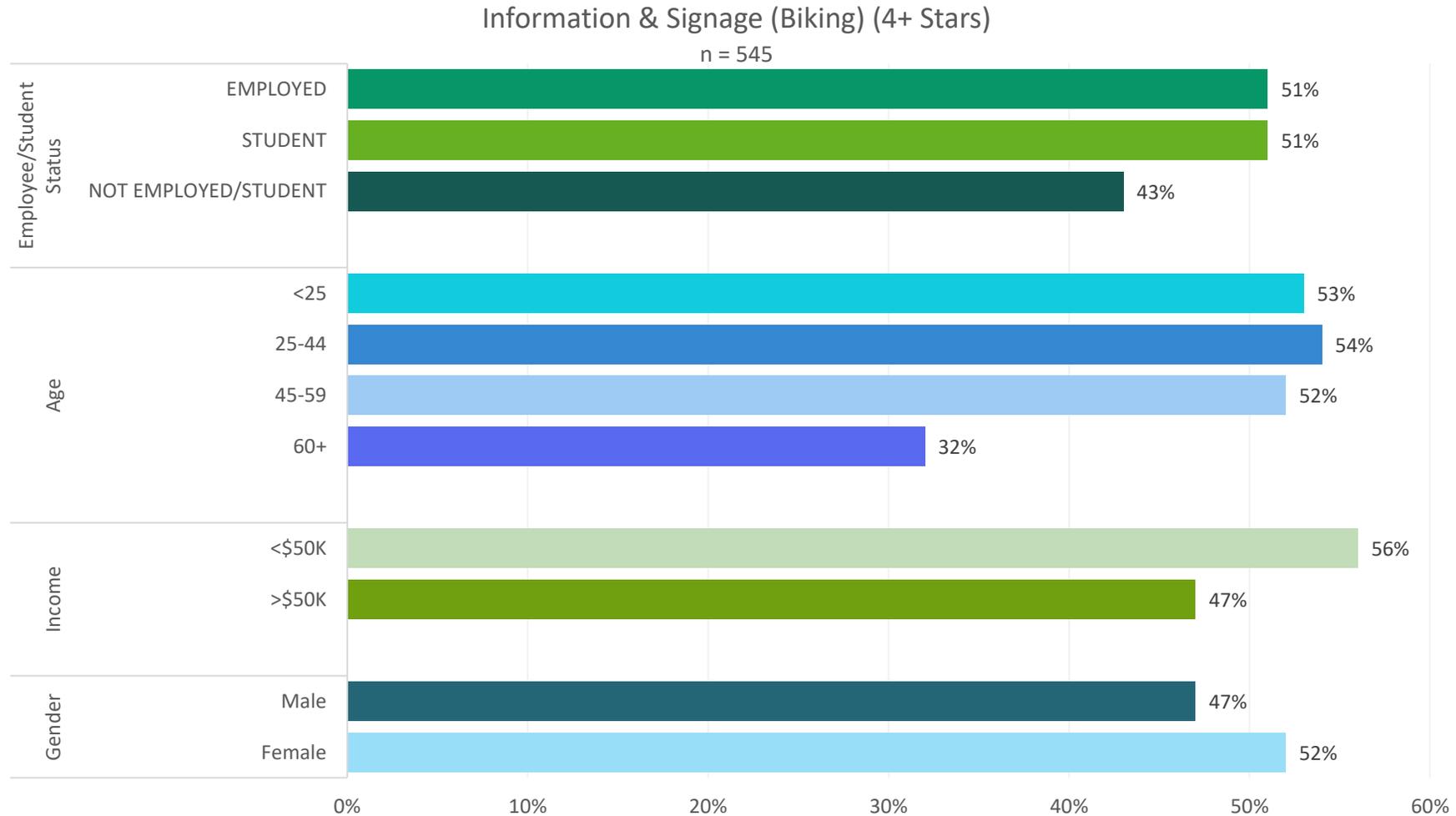
Package delivery lockers: secure lockers to receive packages from Amazon, UPS, etc.

Overall 46%

Package Delivery Lockers (4+ Stars)
n = 545

Category	Group	Percent
Employee/Student Status	EMPLOYED	46%
	STUDENT	61%
	NOT EMPLOYED/STUDENT	37%
Age	<25	66%
	25-44	51%
	45-59	40%
	60+	24%
Income	<$50K	53%
	>$50K	43%
Gender	Male	44%
	Female	46%
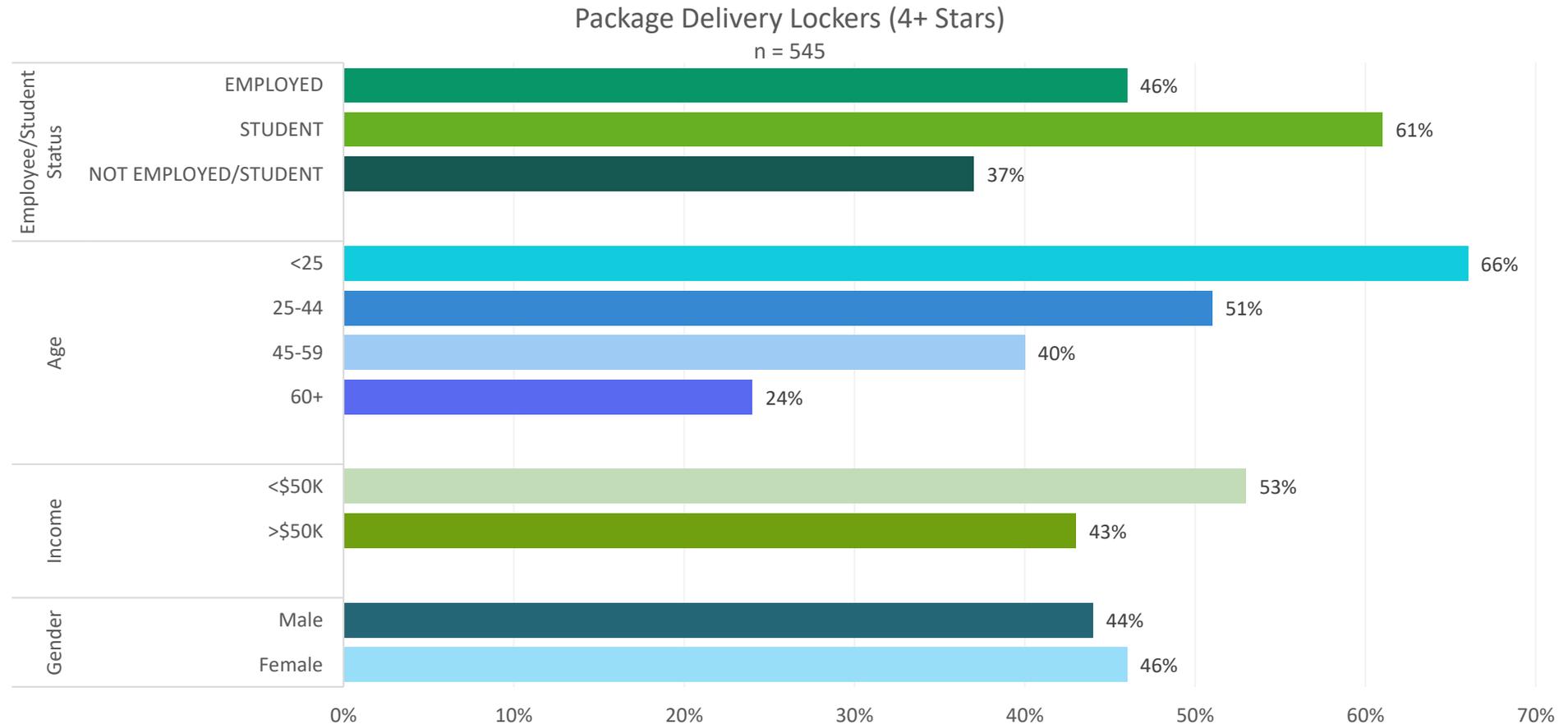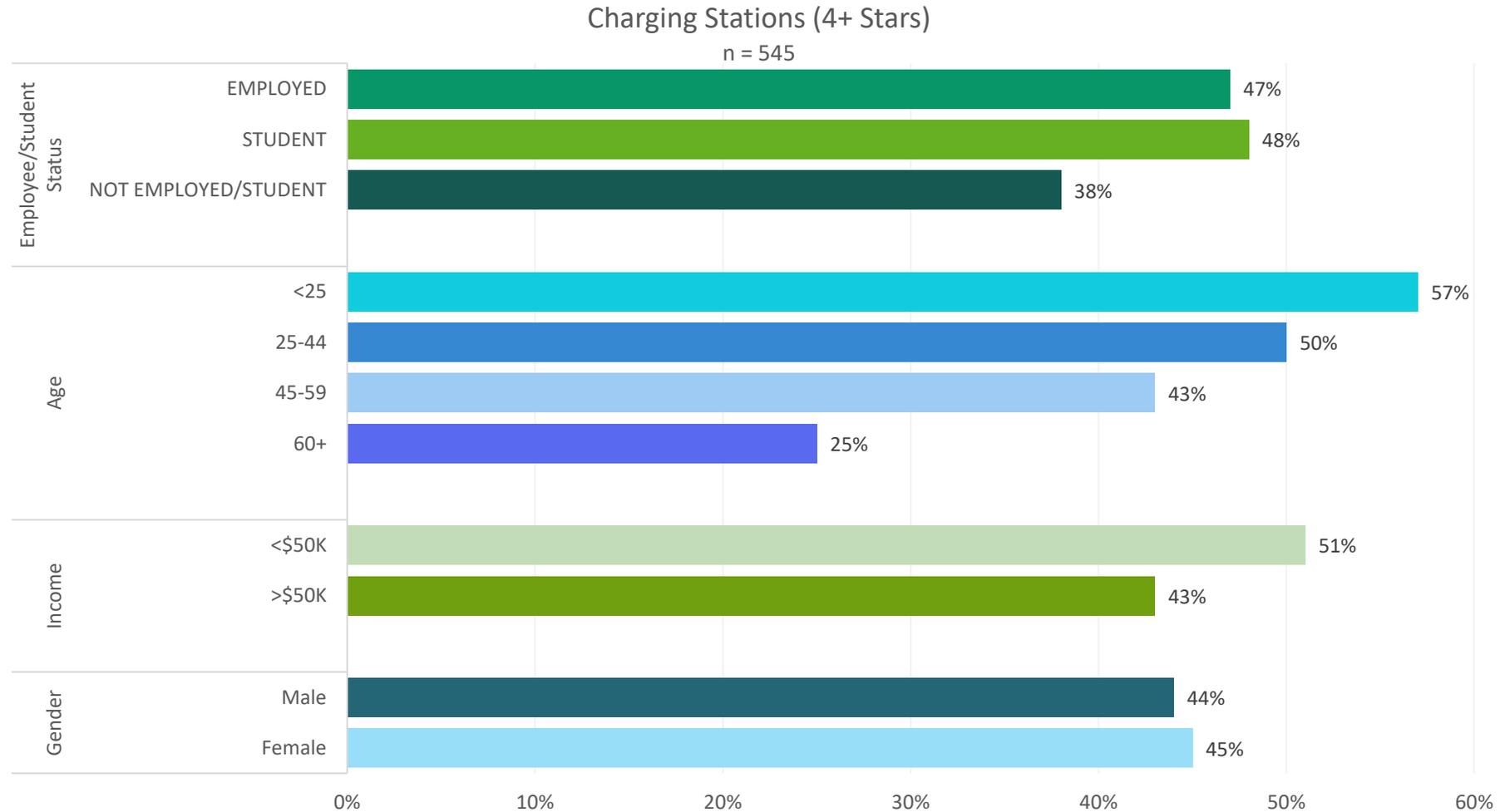
Bike amenities: bike repair stands and electric bike charging stations

Overall 41%

Bike Amenities (4+ Stars)

n = 545

Employee/Student Status
- EMPLOYED: 44%
- STUDENT: 50%
- NOT EMPLOYED/STUDENT: 28%

Age
- <25: 49%
- 25-44: 51%
- 45-59: 38%
- 60+: 19%

Income
- <$50K: 48%
- >$50K: 41%

Gender
- Male: 39%
- Female: 43%

0%   10%   20%   30%   40%   50%   60%
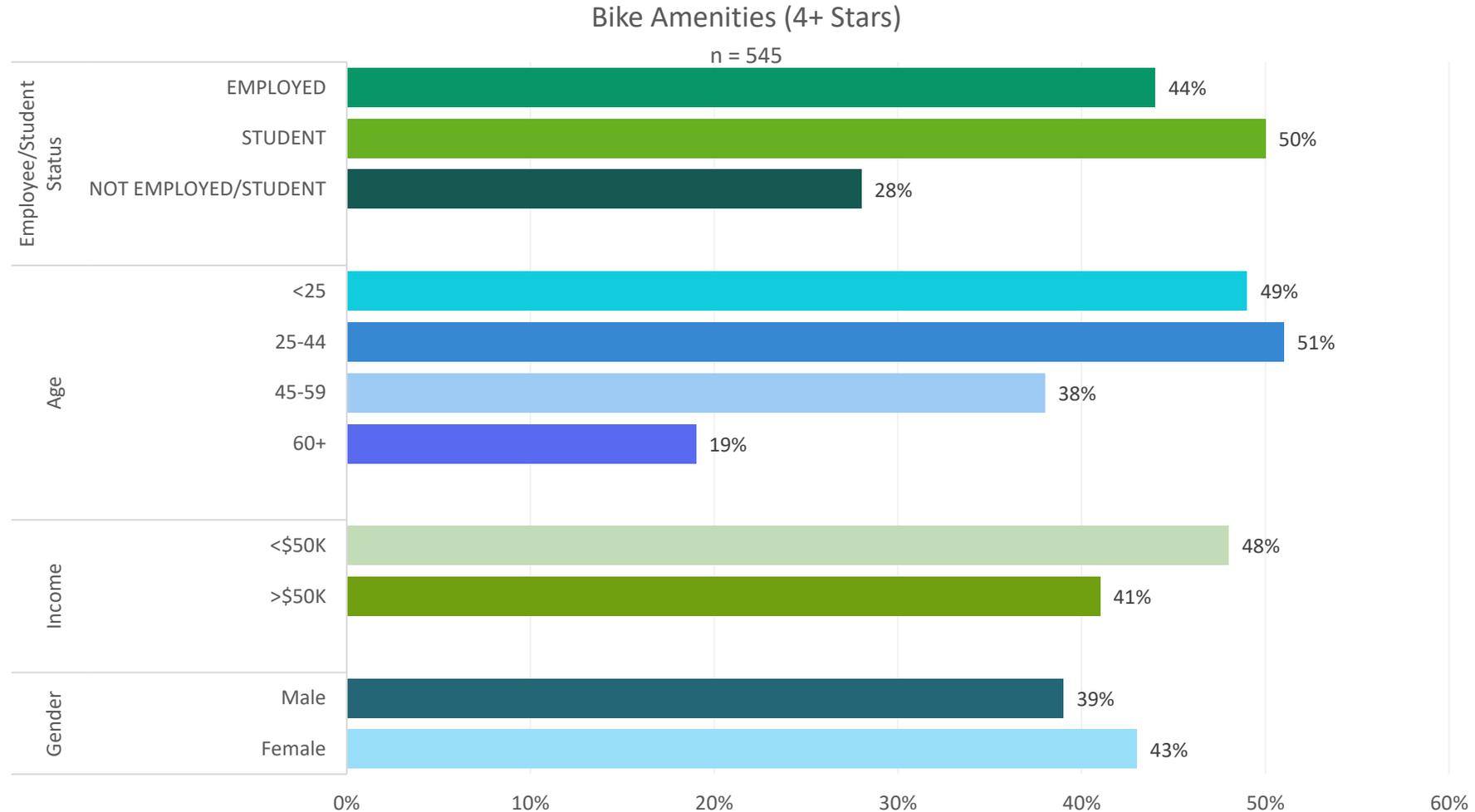
Carshare: vehicles available for short-term rental that can be accessed at and around transit stations. (e.g., Zipcar)

Overall 38%

Carshare (4+ Stars)
n = 545

Category	Subgroup	Percentage
Employee/Student Status	EMPLOYED	41%
Employee/Student Status	STUDENT	32%
Employee/Student Status	NOT EMPLOYED/STUDENT	32%
Age	<25	41%
Age	25-44	46%
Age	45-59	41%
Age	60+	16%
Income	<$50K	45%
Income	>$50K	36%
Gender	Male	32%
Gender	Female	43%
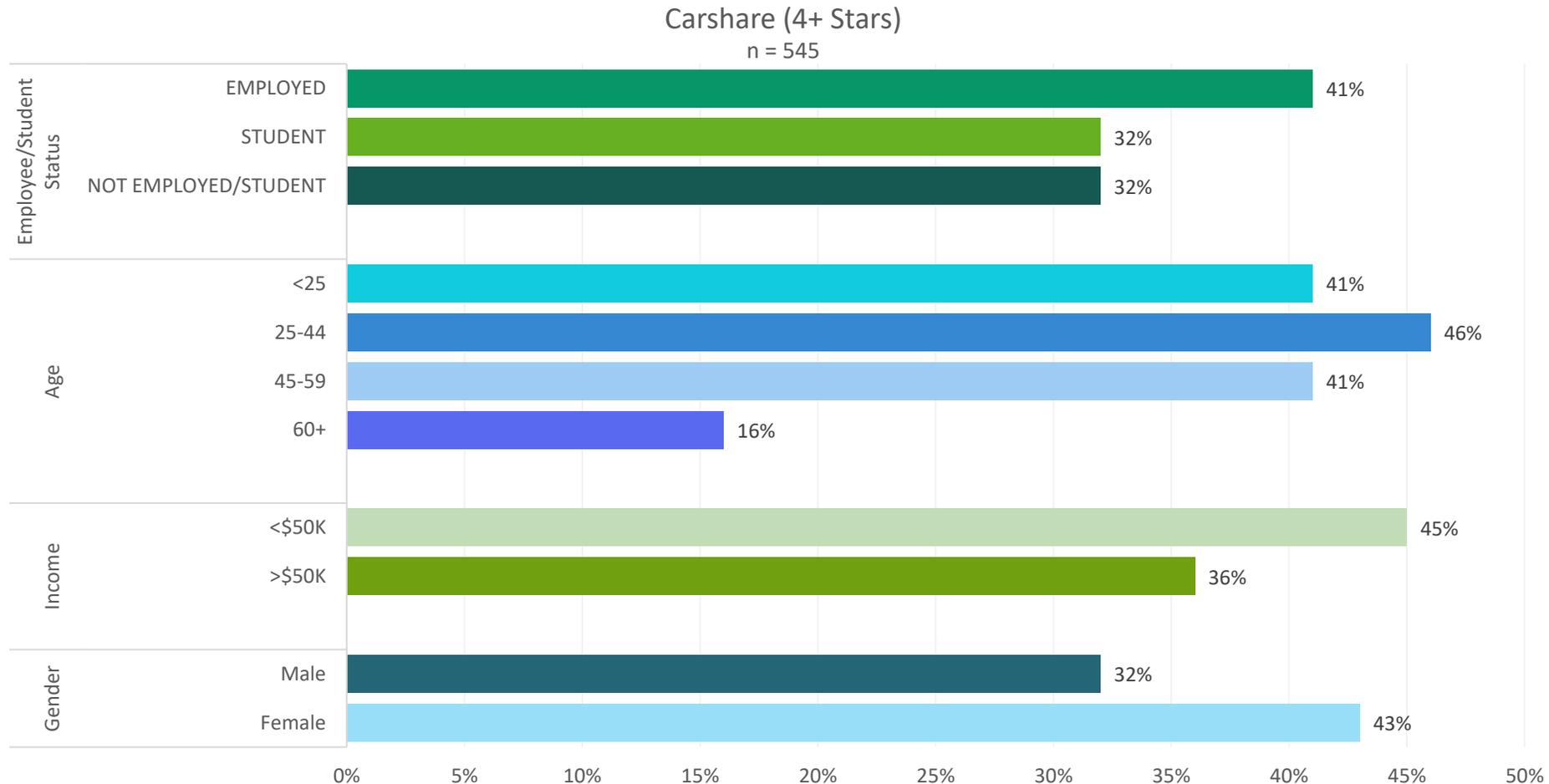
Bikeshare: shared fleet of bikes (regular or electric) that can be rented for short trips (e.g., DecoBike)

Overall 36%

Bikeshare (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED: 41%
- STUDENT: 38%
- NOT EMPLOYED/STUDENT: 18%

Age
- <25: 46%
- 25-44: 49%
- 45-59: 29%
- 60+: 11%

Income
- <$50K: 35%
- >$50K: 38%

Gender
- Male: 35%
- Female: 36%
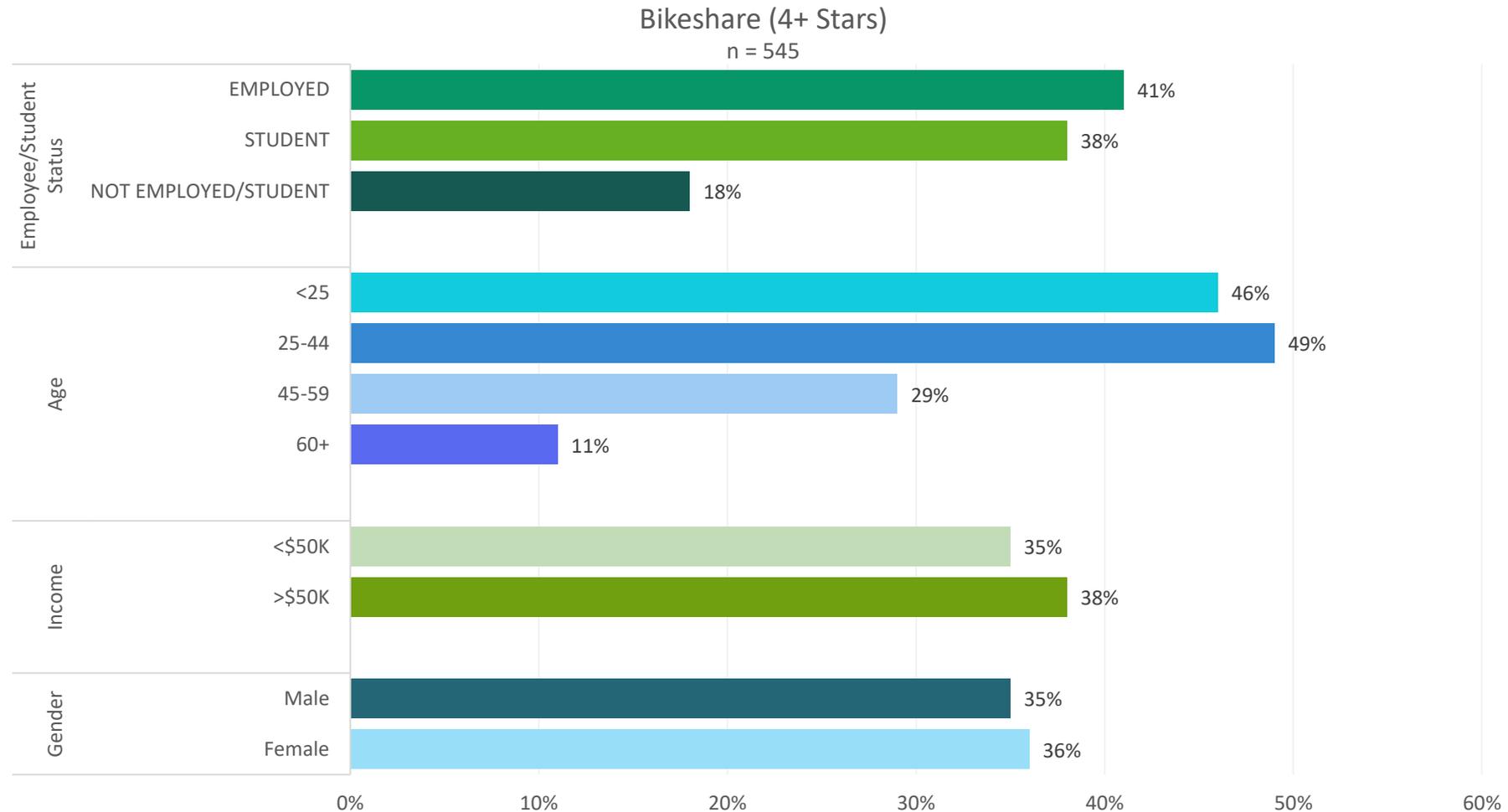
Scootershare: shared network of motorized scooters that can be rented for short trips

Overall 33%

Scootershare (4+ Stars)
n = 545

Employee/Student Status
- EMPLOYED — 38%
- STUDENT — 36%
- NOT EMPLOYED/STUDENT — 20%

Age
- <25 — 42%
- 25-44 — 48%
- 45-59 — 25%
- 60+ — 9%

Income
- <$50K — 38%
- >$50K — 31%

Gender
- Male — 33%
- Female — 33%

0%   10%   20%   30%   40%   50%   60%