



An Assessment of the Viva CalleSJ Event in San Jose

Richard Kos
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EXECUTIVE SUMMARY

Viva CalleSJ is an open-streets initiative where several miles of city streets are closed to vehicle traffic, allowing residents to walk, bike, scoot, and skate freely. The event, organized to promote active transportation, community engagement, and support for local businesses, attracted approximately 125,000 participants. This report evaluates the Viva CalleSJ event held in San Jose on September 8, 2024, using both qualitative and quantitative methods. This evaluation examines aspects such as attendance, activities, modal access, and economic impacts, utilizing data from participant surveys, interviews, and observational analysis.

The assessment of Viva CalleSJ 2024 employed a mixed-method approach, incorporating quantitative and qualitative data collection to evaluate the event's impact. Data were gathered through surveys of participants, interviews with businesses and other stakeholders, and observational analysis during the event. An intercept survey was distributed along the 6-mile route to capture participants' demographics, reasons for attending, travel modes, physical activity, spending patterns, and perceptions of the event. The survey, available in English, Spanish, and Vietnamese, yielded insights into participant demographics and engagement, with a sample representing an estimated 0.005% based on the projected attendance of 125,000. Semi-structured interviews with stakeholders such as business owners and city officials explored perspectives on the event's planning, economic effects, and areas for improvement, while thematic analysis of the interviews identified recurring themes. Field observations assessed participant behaviors, engagement levels, and the use of space, providing additional context on opportunities and barriers. Together, these methods offered a comprehensive evaluation of the community and economic impacts of Viva CalleSJ 2024.

The findings indicate that Viva CalleSJ 2024 was largely successful in achieving its objectives. Participants reported high levels of satisfaction, with many citing the event as an opportunity to engage in physical activity, explore different neighborhoods, and connect with the community. The event attracted a diverse range of attendees, including families, young adults, and older residents, with notable participation from various racial and ethnic backgrounds.

Key insights from Viva CalleSJ on September 8, 2024 include:

- **Diverse Attendance and Demographics:** The intercept survey of 596 participants reflected diverse attendance, spanning different age groups, genders, and racial/ethnic backgrounds. However, some demographic gaps were noted, with respondents skewing younger (25-44) and more likely to identify as White. Asian and older residents were underrepresented compared to the broader San Jose population, indicating a potential need for more inclusive outreach efforts.
- **Modes of Event Access and On-Site Mobility:** Attendees embraced the event's bike-friendly setting, with 50.2% arriving by bicycle, while 11% walked and 30.2% drove. On-site, participants primarily used biking (72%) and walking/running (20.8%) to navigate the car-free streets, enjoying the freedom to move safely and actively.

- **Repeat Participation and Event Awareness:** Viva CalleSJ's popularity was evident, with 34.1% of survey respondents attending five or more times. The event has successfully retained participants since the pandemic, with 72.7% attending for the first time during that period. The omni-channel outreach strategy, using word-of-mouth, social media, and physical flyers, effectively raised awareness.
- **Duration of Attendance and Activity Participation:** Most attendees spent two to three hours at the event, engaging in popular activities like visiting community resources (68.8%), dining (66.4%), and enjoying live entertainment (64.4%). Feedback highlighted a desire for more services, such as bike repairs and diverse dietary options.
- **Economic Impact:** The event had a positive economic effect, with 77.7% of participants planning to spend money during the event, averaging \$54.23 each. This strong engagement with vendors and local businesses demonstrated Viva CalleSJ's role in supporting the local economy.
- **Community Impact:** Viva CalleSJ contributed significantly to community building, helping attendees discover local businesses (80.4%), fostering a sense of community connection (76%), and encouraging exploration of new areas (68.5%). While minor negative impacts, such as litter (10.6%) and traffic congestion (10.4%), were noted, these were outweighed by the overall positive experiences.

The evaluation also highlighted opportunities for future open streets events in San Jose:

- **Broaden Outreach Efforts:** Addressing demographic gaps through targeted outreach to underrepresented groups, particularly older adults and Asian communities. Partnering with community organizations and leveraging cultural media outlets can help achieve more participation.
- **Enhance Access and Mobility Options:** Reducing car dependency can be achieved by offering incentives for alternative transportation modes, such as public transit discounts, free event-day transit, and shared micromobility promotions. Additional secure bike parking and expanded transit connections could further support multimodal access.
- **Expand Event Offerings:** Introducing new services based on participant feedback, including more on-site bike repairs, bike safety education, and food options to accommodate diverse dietary needs could further enrich event experience.
- **Address Minor Negative Impacts:** Implementing measures to mitigate minor issues, such as increasing waste management resources to address litter and enhancing crowd control for safety. Improving parking and traffic management strategies could also help minimize disruptions for local residents.

- **Expand outreach to local businesses:** Inform them about the event and encourage their involvement. Businesses with outdoor stalls or displays experienced increased foot traffic and sales, making participation beneficial for both the event and local commerce.
- **Leverage Economic Opportunities and Community Engagement:** Encouraging participants to further increase their support of local businesses along the route by offering a “passport” program that can be stamped at participating businesses. Completed passports could be entered into raffles or used for discounts, incentivizing engagement with local shops and restaurants. Businesses could also be offered the opportunity to have tables and seating in front of their establishments to encourage more business activity.

I. INTRODUCTION

Viva CalleSJ is an open-streets initiative where several miles of city streets are closed to vehicle traffic, allowing residents to walk, bike, scoot, and skate freely. The 2024 edition, Parks to Roses, marked the ninth anniversary of the event. The event's goals include promoting active transportation, encouraging community socialization, and supporting local businesses.

The purpose of this report is to assess the impact and effectiveness of Viva CalleSJ, a major open-streets event in San Jose. Viva CalleSJ, San Jose's open streets program, began in 2015 as a community event aimed at transforming city streets into car-free spaces for a day. Inspired by similar open streets initiatives worldwide, like Bogotá's "Ciclovía," the program sought to encourage active transportation, community engagement, and the exploration of San Jose's neighborhoods. The event closes several miles of streets to vehicular traffic, allowing people to walk, bike, skate, and participate in various recreational and cultural activities. Over the past decade, San Jose has leveraged Viva Calle to promote public health, urban mobility, and community connectivity. Over the years, the event has showcased San Jose's commitment to creating livable, active, and vibrant urban spaces.

This report aims to evaluate the impacts of Viva CalleSJ in terms of participation, community reception, and the event's economic and social effects. This report assesses various aspects of the event, including attendance, activities, community involvement, economic impacts, and overall outcomes, based on survey data, interviews, and field observations. This report is organized into five sections. The first section provides a brief overview of the event and attendees. The next section provides a literature review of open streets and community events. It also discusses the literature on how open streets and community events are evaluated. The third section provides a methodological overview, including surveys, stakeholder interviews, and observational analysis during the event. The fourth section summarizes key findings on event engagement, modal access, participation, community impacts, and economic impacts. The fifth and final section concludes with a discussion of key findings, including opportunities, challenges, and considerations for future municipal events. The report appendices contain references, survey and interview protocols, and additional supporting data analysis.

II. EVENT OVERVIEW

The Viva CalleSJ event took place on September 8, 2024, from 10 a.m. to 3 p.m. along a 6-mile route from Roosevelt Park on Santa Clara and 19th streets through downtown to the Municipal Rose Garden and Japantown. The route featured three activity hubs with numerous organized activities, such as cultural demonstrations, live performances, and street games. Twenty-two (22) businesses along the route served as “pit stops” and offered specials to event participants. The event aimed to encourage active transportation and community interaction.



Figure 1. Map of the Viva CalleSJ Route, September 8, 2024

III. LITERATURE REVIEW

Open Streets events are temporary street closures that allow for non-motorized uses such as walking, cycling, and other physical activities. Originating in the 1960s, they have become a global phenomenon, offering a variety of benefits including environmental, health, economic, and social outcomes. This literature review synthesizes key findings from research on Open Streets events, focusing on their goals, impacts, implementation challenges, and case studies.

To search the literature on open street events, the authors conducted a literature review to summarize existing knowledge on open streets events and the evaluations of such events. This review aimed to uncover insights from professional, academic, and gray literature, focusing primarily on literature over the past ten years. The final set of search terms included “open streets” “Ciclovías” “play streets” “impacts” “events” “economic impact of open streets events” “open streets events planning and outcomes” “evaluation methods open streets programs” “Viva CalleSJ” “Viva Calle SJ and local business impacts” and “policy and open streets initiatives.” Synonyms and related terms were also used to broaden the search. The researchers searched databases such as Google Scholar, Journal Storage (JSTOR), Scopus, Web of Science, and Transport Research International Documentation (TRID) to identify relevant academic articles. Recognizing the importance of gray literature in this field, we sought reports from industry, the public sector, and think tanks. The researchers also searched major news outlets and online platforms to capture contemporary discussions, case studies, and evaluations of open street events. In some cases, the literature pointed to lessons learned from planned events and in other cases to temporary public use of street space due to the COVID-19 pandemic. To ensure the relevance and quality of the included literature, the team down-selected literature for inclusion, primarily excluding sources that were outdated, lacked credible authorship, or did not pertain to the focus of this study. When relevant, pandemic-related literature was also included.

The literature review findings are organized and presented below in seven subsections: 1) goals of open streets events; 2) health and physical activity impacts of open streets events; 3) environmental and traffic impacts of open streets events; 4) economic impacts of open streets events; 5) social and community challenges of open streets events; 6) challenges and barriers to implementing open streets events; and 7) methods of evaluating open streets events.

Goals of Open Streets Events

According to Diaz del Castillo et al. (2017) and Penalosa (2015), open Streets programs aim to:

- Promote **physical activity** by creating safe, inviting environments for walking, biking, and recreation.
- Improve **community health** by encouraging outdoor exercise and reducing vehicular pollution.

- Enhance **social cohesion** by fostering community engagement and creating public spaces for social interaction.
- Support **environmental sustainability** by highlighting alternatives to car use, reducing traffic congestion, and lowering carbon emissions.
- Boost **local economies** by drawing visitors to local businesses along event routes.

Research shows these events align with broader urban planning goals, such as promoting walkability, reducing reliance on cars, and reclaiming public space for people rather than vehicles.

Health and Physical Activity Impacts of Open Streets Events

A number of studies have documented health and physical activity events of open streets events, predominantly focused on Latin American case studies. Broadly, many of these studies find that open streets events have been shown to increase physical activity among participants (Hipp, Eyer, Zieff, & Samuelson, 2014). A 15-city study of open streets events in Latin America found that these events prevent an estimated 363 annual premature deaths due to an increase in physical activity (Velázquez-Cortés, Nieuwenhuijsen, Jerrett, & Rojas-Rueda, 2023). Studies also reveal that both regular exercisers and non-exercisers take part in these events, with many reporting increased motivation to engage in physical activity afterward. For example, a study on Bogotá's Ciclovía, one of the most extensive open streets events, demonstrated improvements in cardiovascular health and reductions in obesity and diabetes rates among participants (Torres, Sarmiento, Stauber, & Zarama, 2013) (Sarmiento, et al., S163–S180). Another study of CicLAvia in Los Angeles found that the event attracted an estimated 37,700 to 53,950 active participants expending 176,500 to 263,000 metabolic equivalent (MET) hours of energy. One MET is the amount of energy a person expends while at rest, or about 1 calorie per kilogram of body weight per hour. Forty percent of study respondents said that if they were not at CicLAvia they would have been physically active elsewhere, and that 45% would have been sedentary during that period of time (Cohen, et al., 2016). These events also offer mental health benefits, as access to outdoor spaces and physical activity can alleviate stress, anxiety, and depression (National Recreation and Park Association, No Date) (Applachain Mountain Club, No Date).

Environmental and Traffic Impacts of Open Streets Events

By temporarily closing streets to motorized traffic, Open Streets events offer an opportunity to observe the benefits of reduced vehicular emissions. Research on Open Streets and similar events, such as Ciclovías and Play Streets, indicates several temporary environmental and traffic benefits, including reductions in air pollution, noise, and traffic accidents. During these events, streets are closed to motorized vehicles, prioritizing active modes of transportation like walking and cycling. These temporary changes have been shown to lower vehicular emissions and encourage healthier behaviors. These changes could potentially lead to long-term shifts in commuting habits if followed by permanent infrastructure improvements, such as the addition of bike lanes or pedestrian-friendly features; however, more research is needed.

Studies have also explored how these events can inspire more sustained environmental benefits by fostering increased social interaction and active travel, even beyond the event itself. However, lasting reductions in car use and improvements in air quality are generally limited unless there is a follow-up with permanent urban planning changes (Suminski, et al., 2019) (Umstatted Meyer, Bridges, Schmid, Hecht, & Pollack Porter, 2019). For example, some cities have leveraged these events to experiment with car-free zones and gauge public support for more enduring changes.

While the temporary reductions in pollution and increased physical activity are positive, the challenge lies in translating these short-term gains into long-term policy and behavioral shifts. Evaluation of smaller-scale Open Streets initiatives, such as the Micro Open Streets Events (MOSE) in Dover, Delaware, showed that participants often increased their intention to engage in physical activity (Suminski, et al., 2019). Despite the benefits, challenges in achieving long-term modal shifts remain, particularly without continuous engagement and supportive infrastructure changes.

Economic Impacts of Open Streets Events

In addition to the health and environmental impacts, several studies have documented positive impacts that open street events can have on local economies, such as increased foot traffic for businesses along the event routes (Gorman, Seaman, Szende, & Weidenhof, 2022) (Chaudhuri & Zieff, 2015). However, some studies were conducted during the COVID-19 pandemic making it difficult to determine if increased economic activity was directly linked to specific events, policy changes, or shifts in consumer behavior. A study of New York's Open Streets corridors implemented during the pandemic found that business activity at bars and restaurants increased 19% relative to 2019 levels (Gorman, Seaman, Szende, & Weidenhof, 2022). The study also found that control corridors without open streets saw a 29% decline in business activity. The study used two methods to measure the economic activity of restaurants and bars: 1) taxable sales as a measure of overall economic activity; and 2) the number of restaurant and bar tax filers open at various points in time during the pandemic (Gorman, Seaman, Szende, & Weidenhof, 2022).

A study by Chaudhuri and Zieff (2015) examined the economic impacts of Sunday Streets in San Francisco. The study surveyed 317 businesses and found that in most cases, Sunday Streets increased business activity along event routes. (Chaudhuri & Zieff, 2015). Another study from Los Angeles examined the economic impacts of CicLAvia. The study found that businesses along the June 2013 CicLAvia route experienced a 10% increase in sales on the day of the event, compared to a non-event Sunday earlier the same month (DeShazo, Callahan, Brozen, & Heimsath, 2013). The study reports that average sales per business increased by \$407. The authors estimate an increase of \$52,444 in sales revenue if extrapolated for the 128 brick-and-mortar businesses located along the CicLAvia route that were open during the event (DeShazo, Callahan, Brozen, & Heimsath, 2013). The study also found that businesses that engaged with CicLAvia participants, such as with a vending table or music, increased their sales by 5% or \$2,715 per business, on average (DeShazo, Callahan, Brozen, & Heimsath, 2013). The authors hypothesize that their methodology underestimates the actual economic impacts of CicLAvia because the study excluded food trucks and other mobile vendors operating along the route.

Social and Community Impacts of Open Streets Events

One of the key goals of Open Streets is to foster social interaction by providing spaces where people can gather, interact, and engage in shared activities. Research suggests that these events increase civic engagement and strengthen social ties, particularly in urban neighborhoods where public space is limited (Engwicht, 1999). Studies have observed an increase in social interaction and cultural exchange, as diverse populations come together to enjoy the streets (Hipp, Bird, van Bakergem, & Yarnall, 2017).

Open Streets events can also contribute to social equity by providing free, accessible recreational opportunities to all socioeconomic groups (Mejia-Arbelaez, et al., 2021). However, some commentators have critiqued open streets events for potentially being more accessible to middle- and upper- class residents due to location choices or promotional efforts that may not reach lower-income communities (Cuba, 2020). Moreover, some literature suggests that cultural and social programming at open streets events may not always reflect the interests or needs of diverse communities, potentially making them feel less inclusive (Allen, Hendricks, & Kane, 2023). Addressing these disparities requires intentional planning, such as choosing diverse locations, actively engaging underrepresented communities in the planning process, and tailoring outreach strategies to ensure inclusivity.

Challenges and Barriers to Implementing Open Streets Events

Despite their popularity, Open Streets events face several implementation challenges, including:

- **Logistical issues:** Street closures require significant planning, coordination with local authorities, traffic management, and communication with affected residents and businesses (Reutimann, 2024).
- **Funding:** Securing ongoing financial support can be challenging, as Open Streets programs often rely on public funds, donations, and sponsorships (Bird, Díaz del Castillo, Hipp, & Sarmiento, 2017). Long-term sustainability requires demonstrating clear benefits to justify continued investment.
- **Community buy-in:** While many residents and businesses appreciate the events, some may oppose street closures due to perceived inconvenience (i.e., noise, crowds, etc.) or loss of revenue (Benavides, Rowland, Do, Goldsmith, & Kioumourtzoglou, 2023). Inclusive planning processes that involve community stakeholders from the outset are essential to mitigate opposition.
- **Measuring long-term impact:** While short-term benefits like increased physical activity and business revenue are evident, it is more difficult to measure the long-term impact of Open Streets events on health, traffic behavior, and environmental sustainability. More research, including longitudinal tracking, is needed to assess whether these events lead to lasting changes in community health and mobility.

Methods of Evaluating Open Streets Events

In addition to reviewing literature on open streets events, the authors also conducted a literature review on the methods used to evaluate the impacts of open streets events. This approach allowed the researchers to understand the strengths and limitations of different evaluation approaches, including survey and interview questions. This literature search included a review of the various quantitative and qualitative methods used, such as surveys, observational studies, economic impact analyses, and other techniques. The review also identified evaluation hypotheses such as economic (e.g., local business revenue), environmental (e.g., air quality improvement), health (e.g., physical activity levels), and social (e.g., community engagement).

One study by Engelberg et al. (2014) conducted an intercept survey of CicloSDias in San Diego covering five domains: (1) travel to/from the event (i.e., How did you get to CicloSDias today?), (2) reach and marketing of the event (i.e., What is your home zip code? How did you hear about CicloSDias?), (3) time spent walking and bicycling both during the event and during a typical week (i.e., During the past 7 days, indicate how long you spent doing the following activities for leisure or for transportation), (4) purchasing behaviors at the event (i.e., Did you or do you plan to shop during CicloSDias?), and (5) basic demographics Business Surveys. The study also conducted an eight question survey covering: (1) type of business (i.e., What type of business is this?), (2) special hours or promotions due to the event (Did your business open specially for CicloSDias or extend open hours?), (3) sales and visitors (i.e., How did your sales and the number of people who visited your business during CicloSDias compare to a typical Sunday?), and (4) overall impact (i.e., Overall, how did CicloSDias impact your business?). In many cases, these questions included Likert-style responses ranging from one to five (1 = "much worse," 3 = "about the same" and 5 = "much better") (Engelberg, Carlson, Black, Ryan, & Sallis, 2014).

The researchers examined three different surveys of open streets events in San Francisco, California. A study by the City and County of San Francisco Office of the Controller assessed the economic impacts of city jurisdiction's outdoor events. The study employed a seven-question survey asking for respondent's zip code, mode of travel used to access the event, city residency, and how much money attendees expected to spend on food, retail, and entrance fees (City and County of San Francisco Office of the Controller, 2015). Non-residents were also asked how many nights they would spend in the city, if the event was the main reason for visiting the city, and how much visitors expected to spend on transportation, lodging, dining, retail, and nightlife. The study found that in 2014, 3.3 million people attended 79 events spending a total of \$290 million in the city. The study concluded that San Francisco's open street events had \$1.1 billion in direct and indirect economic impacts, and supported an estimated 9,300 jobs in retail, food services, hospitality, and transportation (City and County of San Francisco Office of the Controller, 2015). Another study by Chaudhuri and Zieff (2015) examined the business and economic impacts of Sunday Streets in San Francisco. The survey assessed the impacts on businesses along Sunday Streets routes based on survey data on the types of businesses, revenue, customer activity, level of engagement with the initiative as well as employment (Chaudhuri & Zieff, 2015). The survey asked questions about the merchant's business type, how many people

came into the store, business activity, revenue, and employment. The survey attempted to collect data on the event day and the preceding same day of the week prior to the event day. The survey found that there was a modest increase in business activity along Sunday Streets routes with increases in revenue, customer activity and sales as well as employment, demonstrating an unintended outcome for a program originally intended for improving health behaviors (Chaudhuri & Zieff, 2015). A similar study by Zieff et al. (2014) also examined three Sunday Street events and employed a 36-question survey instrument using a mix of open- and closed- ended questions about overall physical activity behavior, physical activity while at Sunday Streets, experience of the events, and demographic data (Zieff, Kim, Wilson, & Tierney, 2014).

The researchers also looked at a study of Ciclovía in St. Louis. The study employed a 25-question survey examining six topics: (1) physical activity (e.g., What type of activities are you doing at Open Streets?), (2) travel to/from the event (How did you get to today's event?), (3) sense of community (Is the city more lively or vibrant during Open Streets?), (4) marketing/communication (How did you hear about this event?), (5) money spent at event (How much money do you/your family anticipate spending associated with Open Streets?), and (6) basic demographics (e.g., race/ethnicity, gender, household income, and age). The researchers also examined an open streets evaluation toolkit developed by the University of Washington, St. Louis (University of Washington St. Louis, No Date). The toolkit included sample survey questions, including many of the same types of questions asked in the other studies. Common questions included reasons for attendance, estimated time and dollars spent at such events, modal access to the event, and socio-demographic questions. Finally, the researchers also looked at international literature containing pre-event surveys, event surveys of attendees, surveys of non-attendees, surveys of local businesses, surveys of sponsors, and post-event surveys (Wood, 2005).

The review of previous studies provided insight into different survey formats and question types, including quantitative and qualitative approaches. For example, Engelberg et al. (2014) study of CicloSDias in San Diego highlighted the use of intercept surveys with Likert-scale questions, covering topics such as travel modes, marketing reach, physical activity, and purchasing behaviors. The San Francisco studies showed how event surveys could assess economic impacts through questions on spending and visitor behavior, and Chaudhuri and Zieff's (2015) work offered strategies for capturing business impacts before and after the event. The studies also suggested the value of assessing broader social factors, such as community vibrancy and physical activity in response to open streets events. The review of the University of Washington toolkit and international literature provided additional survey instruments, such as pre- and post-event surveys and questions for different respondent groups (e.g., attendees, non-attendees, businesses). Collectively, these sources guided the development of the methodology employed as part of this study.

IV. METHODOLOGY

The assessment of Viva CalleSJ 2024 utilized a mixed-method approach, combining quantitative and qualitative data collection techniques to evaluate the event. The primary methods included surveys of participants, interviews with businesses and other stakeholders, and observational analysis during the event. Each of these methods are described in greater detail below:

Participant Surveys

To gather insights from attendees, a 20 question intercept survey was distributed by students and volunteers at various points along the event route using iPads. The survey aimed to capture participants' demographic information, reasons for attending, travel modes, and experiences during the event. Questions were designed to collect data on physical activity, spending patterns, and perceptions of the event's impact on the community. The survey was available in English, Spanish, and Vietnamese to accommodate San Jose's diverse population. A convenience sampling method was used, with surveyors targeting a diverse group of participants based on age, gender, ethnicity, and mode of mobility. In total, 596 completed surveys were collected. Although the precise number of event participants is not known, based on an estimated attendance of 125,000, the sample represents an estimated 0.005% of attendees. Survey responses were coded and entered into a database for statistical analysis. Descriptive statistics were used to analyze sample demographics and compare these to the general population. Cross-tabulations helped identify relationships between variables. Responses in the findings section may not add up to 100% due to a variety of factors, such as rounding and the ability for respondents to skip questions, and the ability for respondents to select more than one response to a question. The quantitative data provided a foundation for understanding participant demographics, travel behavior, engagement levels (community and economic) during the event.

Geospatial Analysis

In this intercept survey, two questions aimed to broadly determine where participants lived by asking for their zip code and the closest cross-street to their home. Out of 596 responses, not all participants provided complete information, as some opted not to answer or were unable to identify their closest cross-street. Consequently, a subset of respondents provided both a cross-street and zip code, while others only offered a zip code and one street, and some shared just their zip code.

To understand the spatial distribution of participant home locations, the 'cleanest' data from all responses were extracted and mapped using GIS software. Two maps were produced: one using graduated symbols and the other using a 'heat map' cartographic effect to emphasize the relative density of respondent home locations. We were particularly interested to see how these locations appeared on the maps relative to the Viva CalleSJ route. Furthermore, respondent data was filtered to include only responses within the City of San Jose for mapping purposes since one of the objectives of this research is to ascertain the impact of Viva CalleSJ on local neighborhoods.

An important step in the mapping process was to standardize the respondent home location information. A street centerline shapefile containing all official street names in San José was downloaded from the city's open data portal. Each respondent's entry was adjusted, if needed, to match this official list. For example, if a respondent entered "10th Street" it might have been adjusted to "North 10th Street", using the respondent's nearest cross-street to help make this determination.

Using ArcGIS Pro 3.4, an address locator was created; this customizable tool provides the parameters by which the standardized respondent address data could be read by the software to generate points on the map in their correct location. After geocoding, we reviewed the results to check for accuracy, adjusting unmatched records as needed. The end result of this process was the creation of the map in Figure 3.

Thematic Analysis

A series of semi-structured interviews and questionnaires were conducted with eight local businesses that participated in Viva CalleSJ. These questions gathered insights into the businesses' perspectives on the event, the planning process, and its impact on the local economy and community. Topics explored included awareness of the event, perceived benefits and challenges, and recommendations for improvement. Using thematic analysis, the research team reviewed interview notes to identify recurring themes related to community perceptions, economic impact, and stakeholder feedback. This qualitative approach facilitated a deeper exploration of sentiments and issues beyond the survey data, providing actionable insights that could inform future Viva CalleSJ events. Specifically, the feedback from small businesses offers valuable guidance for planning adjustments, outreach strategies, and enhancements that support local businesses and foster stronger community engagement.

Observational Analysis During the Event

Field observations were carried out by a team of researchers during the event to assess participant behaviors, engagement levels, and the use of space along the route. The team visited different sections of the 6-mile route, noting the activities and the extent of participation in various areas. Observers recorded notes on the built environment, crowd density, and the overall atmosphere. This analysis helped identify opportunities and potential barriers to participation, as well as the event's impact on residents, businesses, and the broader community. A thematic analysis similar to the interviews was also conducted to assess key findings from the observational analysis.

The next section will review key findings from these data collection methods.

V. FINDINGS

Attendance and Engagement

During Viva CalleSJ held on September 8, 2024, 596 attendees were approached and participated in the intercept survey. The event itself attracted an estimated 125,000 attendees, meaning that our survey captured feedback from approximately 0.06% of the total audience. This sample provides valuable insights into attendees' experiences and opinions regarding Viva CalleSJ.

The demographics of the survey respondents reflected a diverse cross-section of attendees at Viva CalleSJ. Key demographic insights include:

- **Gender:** 50.8% of respondents identified as Male (n=303), 45.8% as Female (n=273), and 2.2% as non-binary/other (n=13). 1.1% of respondents did not respond to this question (n=7). Note, individuals that appeared to be under the age of 18 were not approached as part of the survey.
- **Age Distribution:** The majority of respondents were between the ages of 35 and 44, making up 36.9% of the sample (n=220), followed by ages of 25 and 34 at 25.5% (n=152), and 45 and 54 years of age at 16.4% (n=98). 8.1% of respondents indicated that they were between 55 and 64 years of age (n=48) and 6.7% of respondents said they were between 18 and 24 years of age (n=40).
- **Race/Ethnicity:** Respondents represented a variety of racial and ethnic backgrounds, with 36.9% identifying as White (n=220), 26.0% as Hispanic/Latin American (n=155), 21.5% as Asian or Asian American (n=128), and 6.5% as Mixed Race (i.e., two or more races) (n=39). 1.5% of respondents identified as Black or African American (n=9) and 1.5% identified as Hawaiian or Other Pacific Islander (n=9) and 0.7% identified as American Indian or Alaskan Native (n=4). 2.3% of respondents identified as Other (n=14) and 2.9% of respondents Preferred Not to Say (n=17).

A summary of respondent demographics compared to the general population of the City of San Jose is included in Table 1.

Table 1. Sample Demographics Compared to the Demographics of San Jose Residents

Demographic Category	Viva CalleSJ Sample (n=596)	City of San Jose 2023 American Community Survey (n=969,615 est.)
Gender		
Male	50.8% (n=303)	50.7%
Female	45.8% (n=273)	49.3%
Non-Binary/Other	2.2% (n=13)	-
Did Not Respond / Prefer Not to Say	1.1% (n=7)	-
Age		
18-24	6.7% (n=40)	9.4%
25-34	25.5% (n=152)	15.5%
35-44	36.9% (n=220)	14.7%
45-54	16.4% (n=98)	13.4%
55-64	8.1% (n=48)	11.6%
65+	5.5% (n=33)	15.0%
Did Not Respond / Prefer Not to Say	>1% (n=5)	-
Race/Ethnicity		
American Indian and Alaska Native	0.7% (n=4)	1.5%
Asian or Asian American	21.5% (n=128)	40.0%
Black or African American	1.5% (n=9)	2.8%
Hispanic / Latin American	26.0% (n=155)	31.5%
Native Hawaiian and Other Pacific Islander	1.5% (n=9)	>1%
White	36.9% (n=220)	23.9%
Mixed Race (Two or More Races)	6.5% (n=39)	15.3%
Other	2.3% (n=14)	15.8%
Did Not Respond / Prefer Not to Say	2.9% (n=17)	-

Compared to the general population of the City of San Jose, the sample overrepresented respondents aged 25 to 44 and underrepresented respondents ages 55+. This would be expected as Viva CalleSJ is likely to attract slightly younger individuals who may be more physically active. Compared to the general population of the city, the sample also underrepresents Asian and Asian American respondents, and slightly underrepresents Black or African American and American Indian and Alaskan Natives. The sample also slightly overrepresents White respondents. Due to the large number of attendees and the lack of event-wide demographics, the researchers are not able to determine if these variations are due to variations in who participates in Viva CalleSJ or a sampling error.

Common sampling errors in intercept surveys can arise due to various factors that affect the representativeness of the sample. This can include factors such as:

- **Selection Bias:** If the survey location is not representative of the entire target population, certain groups may be overrepresented or underrepresented. For example, conducting the survey at a specific time or place might exclude people who don't frequent that location or have different schedules.
- **Nonresponse Bias:** When a significant number of people decline to participate, there may be differences between those who respond and those who don't. This can skew results if certain demographic groups are less likely to participate.
- **Convenience Sampling Bias:** Intercept surveys often rely on convenience sampling, where individuals are selected based on their availability and willingness to participate. This method may not accurately reflect the broader population because it captures only those who are present and willing at that moment.
- **Interviewer Influence:** The characteristics or approach of the interviewer may unintentionally affect who agrees to participate or how they respond, potentially introducing bias. This can happen if certain demographic groups feel more comfortable interacting with the interviewer than others.
- **Event-Specific Bias:** If an intercept survey is conducted at a specific event, the sample may not be representative of the general population because event attendees might share certain characteristics (e.g., age, interests, or socioeconomic status) that differ from non-attendees.
- **Clustering Effect Bias:** If survey responses are collected in clusters (e.g., a particular section of a venue or area), the data may overrepresent the views of individuals in that specific location while missing out on others.

How Participants Learned About Viva CalleSJ

As shown in Figure 2, participants discovered Viva CalleSJ through a variety of channels, reflecting the event's broad outreach efforts. A significant number of respondents found out about the event from previous attendance (20.3%, n=121), indicating strong repeat participation and word-of-mouth promotion among the community. Physical flyers and posters placed around town also played a crucial role in raising awareness, drawing attention from both local residents and visitors (6.9%, n=41). Social media emerged as another important source of information, with many participants learning about the event through platforms like Facebook (9.7%, n=58), Instagram (16.8%, n=100), Reddit (1.7%, n=10), X (formerly known as Twitter) (>1%, n=1), and community groups. Additionally, some attendees cited other methods, such as local news coverage (1.1%, n=7), communications from the city (4.4%, n=26), and recommendations from friends and family (i.e., word of mouth) (27.3%, n=163), as key to finding out about the event. Some respondents also reported learning about the event through other means, such as learning about it through their employer and seeing street closures (11.2%, n=67). The

diverse mix of information sources highlights the event's success in deploying an omni-channel outreach approach.

Approximately one quarter of respondents (25.2%, n=150) reported that this was their first time attending Viva CalleSJ. Another 94 indicated that this was their second time attending Viva CalleSJ (15.8%, n=94). More than a third of respondents (34.1%, n=203) indicated that they had participated in Viva CalleSJ five or more times. Respondents were also asked to indicate the first year they started attending Viva CalleSJ. Nearly three quarters of participants started attending Viva CalleSJ since the Covid-19 pandemic (72.7%, n=368/506). Twenty-seven percent of respondents indicated that they first started attending Viva CalleSJ before 2020 (n=138/506). This high level of repeat participation suggests that the event is highly popular among participants.

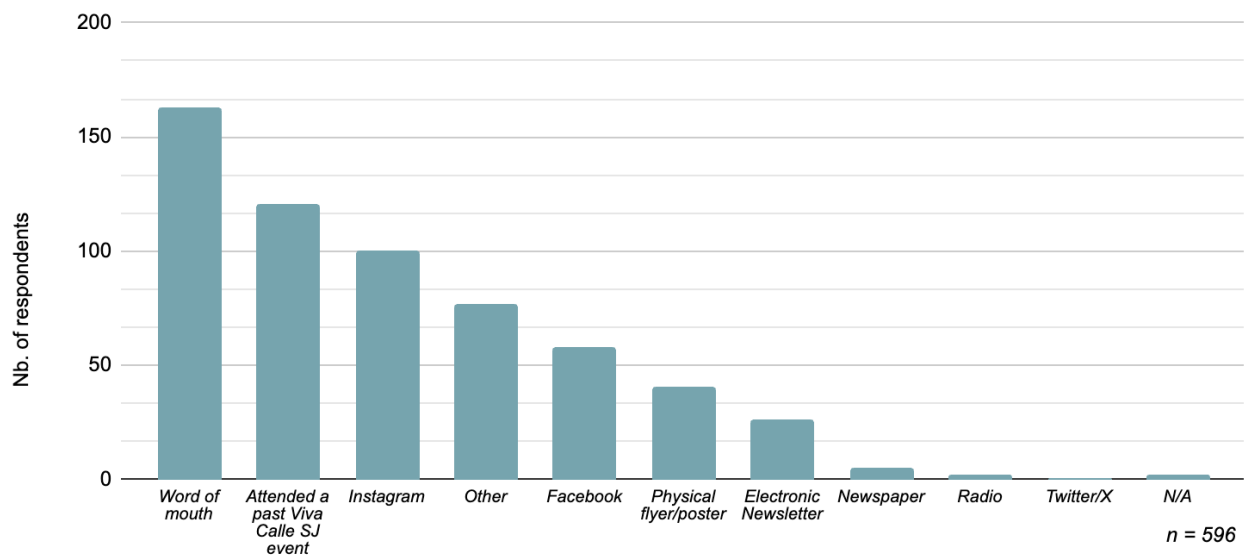


Figure 2. How respondent find out about Viva CalleSJ

Origination and Modal Access

The survey data shows that the vast majority of respondents, 80.7% (n=481), reside in San José, reflecting Viva CalleSJ's strong local impact. Five prominent ZIP codes—95112, 95126, 95128, 95125, and 95123—represent the largest number of participant home locations, and most of these ZIP codes are within 1.5 miles of the event route. Additionally, 15.8% of respondents (n=94) live within the broader nine-county San Francisco Bay Area, while a few others (less than 1%) come from cities beyond the Bay Area. Sixteen respondents did not provide home address information (Figure 3).

These findings suggest that Viva CalleSJ is effectively engaging local residents, particularly those living near the event route, and creating accessible recreational and community spaces within San José. This high concentration of nearby participants points to the event's role in promoting neighborhood cohesion, providing a safe space for active

transportation, and potentially supporting local businesses through increased foot traffic. Furthermore, with a smaller but significant portion of attendees coming from other Bay Area counties, Viva CalleSJ has the potential to attract regional visitors and strengthen San José's reputation for community-oriented open street initiatives. To expand its reach, future efforts could focus on engaging underrepresented neighborhoods and ZIP codes, perhaps by extending the route or enhancing outreach, to further broaden community involvement across the city and surrounding areas.

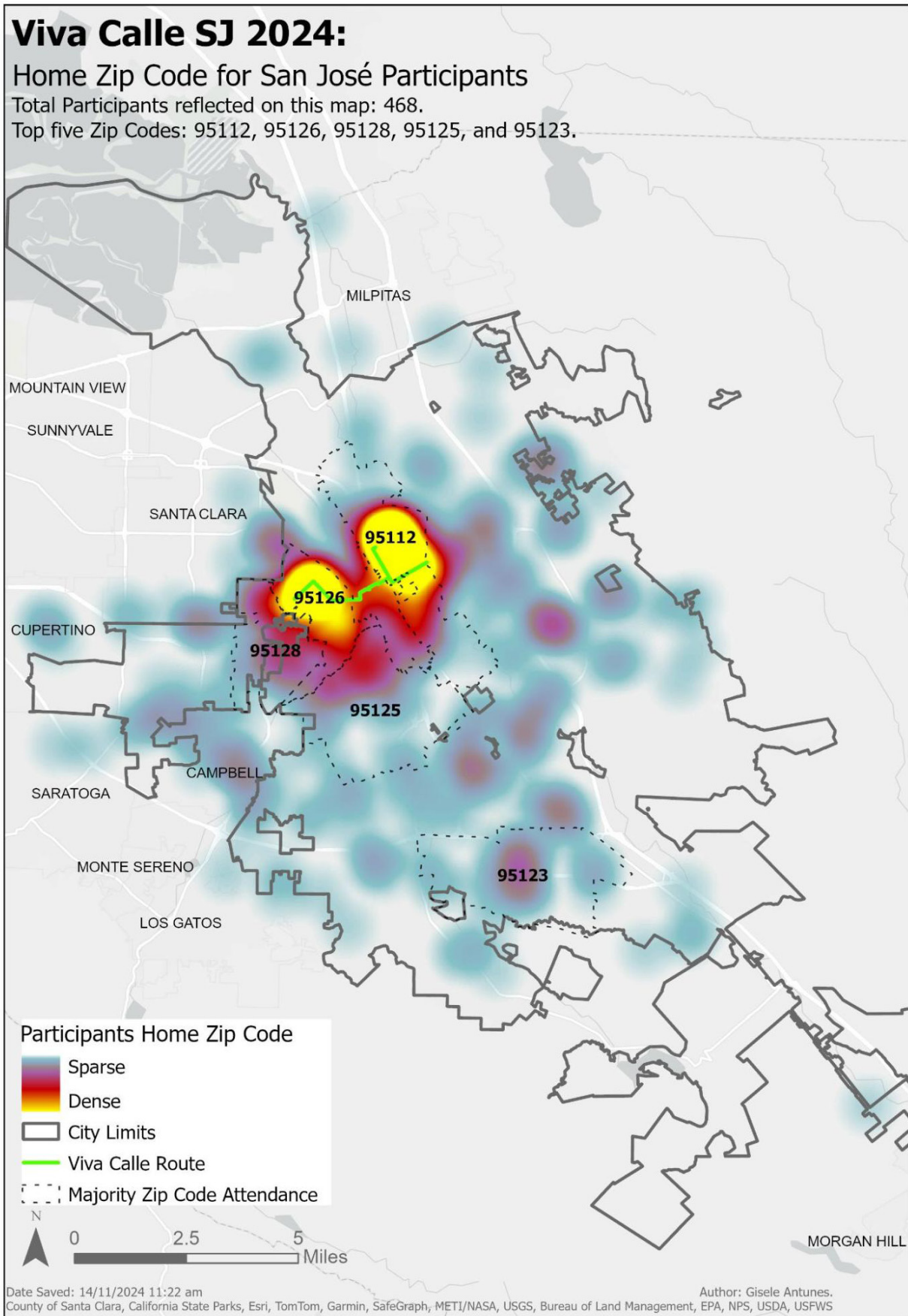


Figure 3. Map of Home Zip Code for San Jose Participants

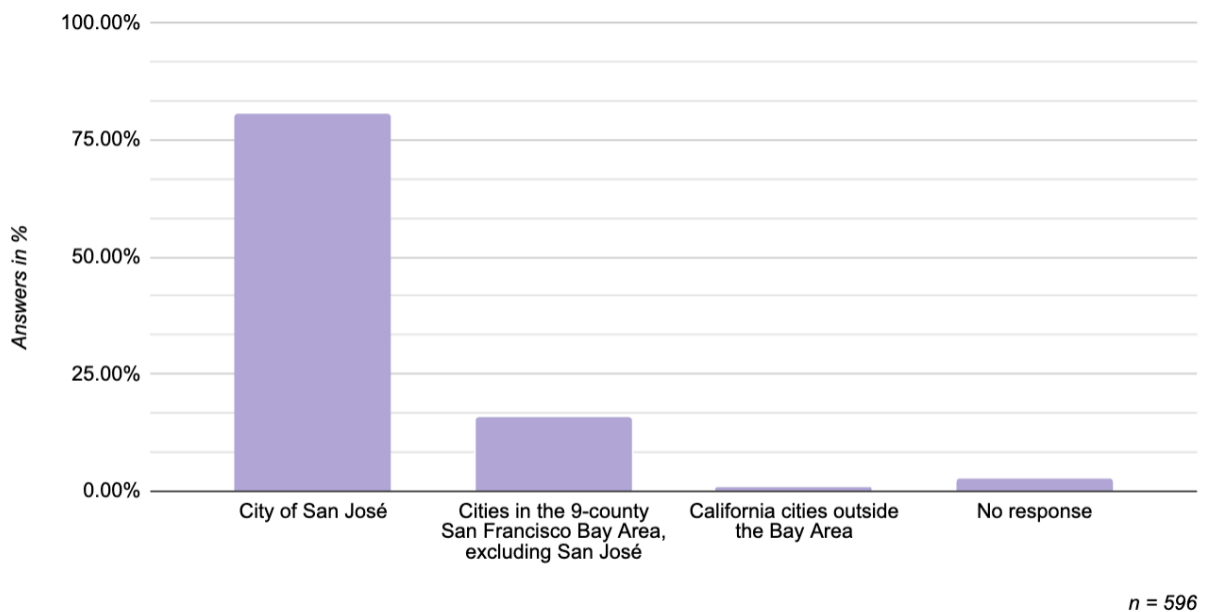


Figure 4. Where respondents lived

Survey respondents reported various modes of transportation used to access Viva CalleSJ (Figure 5). A significant portion of attendees arrived by bicycle (50.2%, *n*=299), taking advantage of the open streets and bike-friendly atmosphere. Others walked to the event (11%, *n*=66), particularly those living nearby, emphasizing the community-centered nature of the event. Some attendees arrived by car (30.2%, *n*=180), highlighting the need for parking considerations and policies that encourage other modes of transportation for future events. A smaller segment used public transit (4.0%, *n*=24) to reach the event. A smaller segment of respondents also indicated using other modes such as scooter sharing, skating, skateboards, vanpools, transportation network companies (TNCs), and wheelchairs to access the event (2.9%, *n*=17), demonstrating a mix of travel behaviors and transportation modes among participants.

Once at the event, participants got around mainly by biking (both personally owned and shared bikes) (72.0%), followed by walking/running (20.8%, *n*=124) enjoying the car-free environment that allowed for safer and more relaxed movement. Other common ways of getting around the event included using scooters (2.2%, *n*=13), skateboards (1.3%, *n*=8), and skating (2.5%, *n*=15). Two respondents (>1%) also reported using a wheelchair at the event. Many visitors took the opportunity to explore different activities and neighborhoods along the route, creating a dynamic and mobile experience. The open streets enabled families and individuals to engage in recreational activities, socializing, and spontaneous participation in various attractions set up along the way.

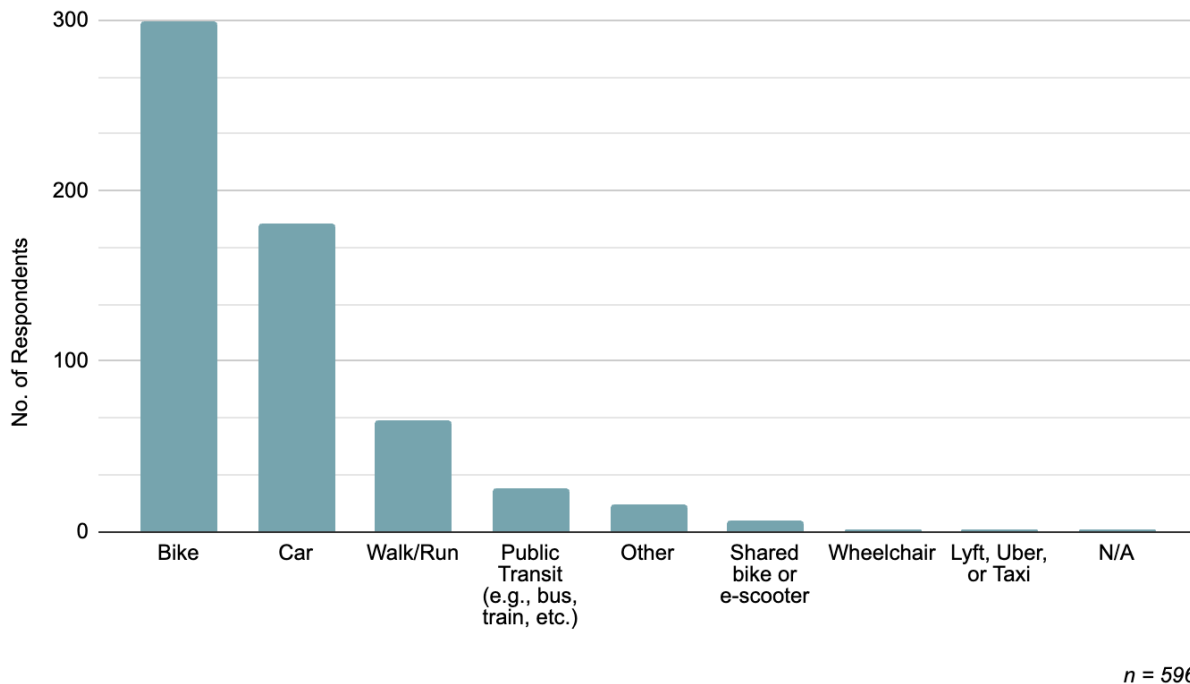


Figure 5. How respondents get to Viva CalleSJ

Duration of Attendance, Activities, and Participation

Due to the nature of the intercept survey, respondents were asked to indicate how long they planned on spending at Viva CalleSJ (Figure 6). The majority of respondents (36.4%, *n*=217) indicated that they planned to spend 2 to 3 hours at the event. Twenty-two percent of residents (*n*=132) said they planned on spending 3 to 4 hours at the event. Just under a fifth of respondents said they would spend 1-2 hours (19.6%, *n*=117) and more than 4 hours (18.2%, *n*=109) at Viva CalleSJ. Less than 4% of respondents said they would spend under an hour at the event (*n*=20).

Participants were also asked to indicate what activities they planned on participating in while at Viva CalleSJ. The most common activities participants did at Viva CalleSJ were visiting community resources (68.8%, *n*=410), purchasing food from food trucks and other vendors (66.4%, *n*=396), watching live entertainment (64.4%, *n*=384), and visiting local businesses along the route (61.7%, *n*=368). A much smaller number of respondents participated in organized activities along the route, such as art activities, yoga, rock climbing wall, etc. (17.6%, *n*=105) (Figure 5). Seventeen percent of respondents (*n*=100) participated in activities with children. Note, responses will not add to 100% due to respondents ability to select multiple activities. A few respondents expressed interest in additional activities and resources at future events, such as bike mechanic services, bike safety education, and food options for people with additional dietary needs (e.g., vegan options).

The survey also asked about physical activity while attending Viva CalleSJ. Thirty-five percent of respondents (*n*=208) said they were active for 1 to 2 hours. Thirty percent

of respondents said they were active for 2 to 3 hours (n=180). A much smaller level of respondents were active more than three hours and less than an hour (Figure 7).

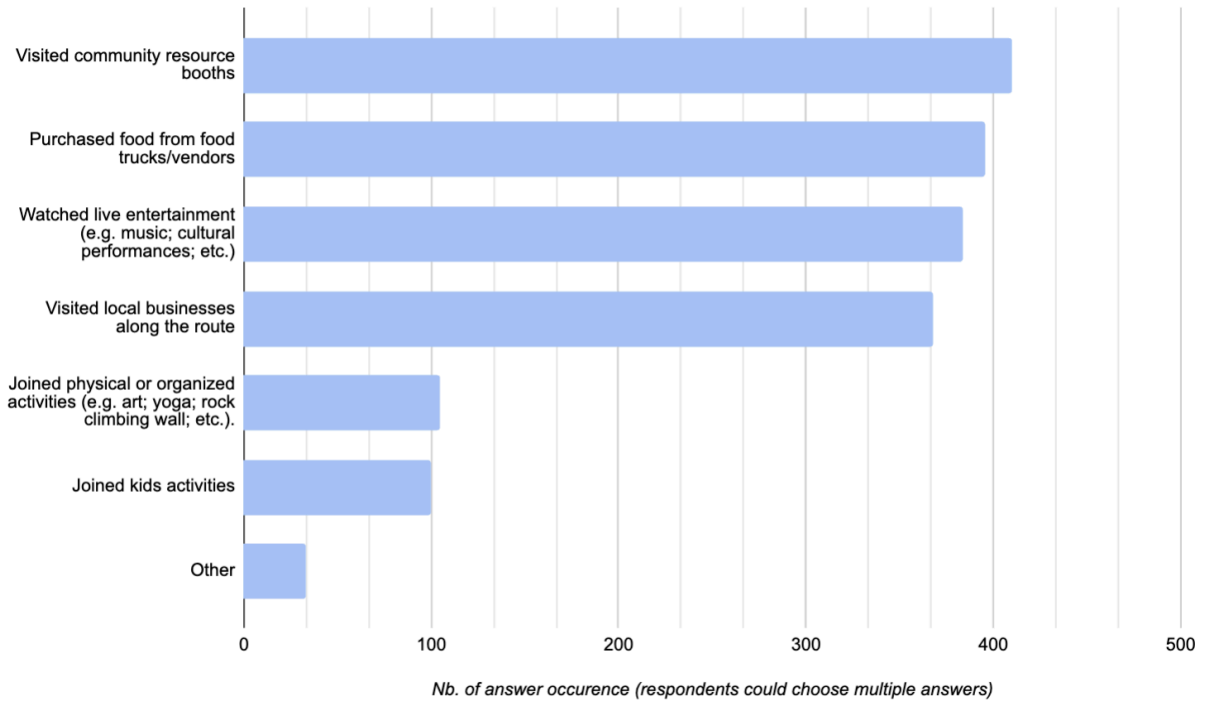


Figure 6. What activities respondent participated in during Viva CalleSJ

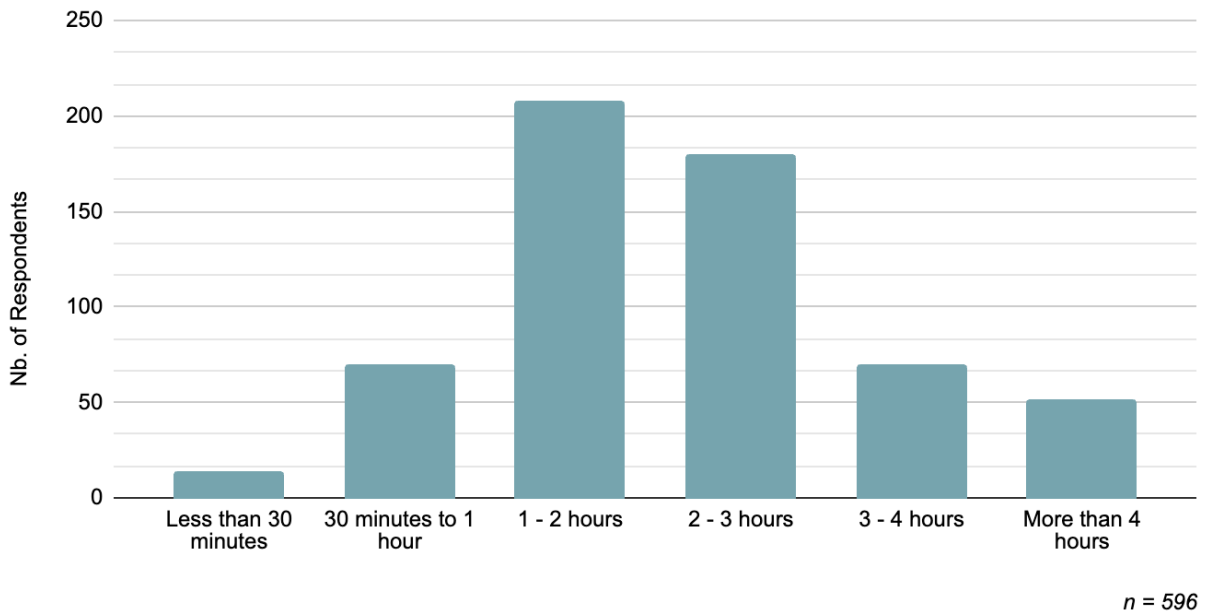


Figure 7. How long were respondents estimated they were physically active at Viva CalleSJ

Economic Impacts

The survey also asked respondents about their planned spending activity while at Viva CalleSJ. More than three quarters of respondents (77.7%) said they had spent or planned on spending money while at the event. Less than three percent of respondents (2.9%) indicated that they had not and did not plan on spending money at the event. About one-fifth of respondents (19.5%) said they were not sure if they would spend money at Viva CalleSJ (Figure 8). The latter response may have been due to the fact that these respondents were intercepted and surveyed near their arrival at the event and they were unsure about their planned spending activity (e.g., perhaps these respondents had not seen vendors and food trucks at the event, etc.). Of those respondents that had spent or planned to spend money at Viva CalleSJ, 36.2% (n=174/481) planned to spend between \$20 and \$49. Additionally, 35.1% (n=169/481) planned to spend between \$50 and \$99. Nineteen percent (n=92/481) planned to spend more than \$100 at the event. The average (mean) planned spending by survey respondents was \$54.23. This indicates a high level of engagement with vendors, food trucks, and other event-related purchases, highlighting the economic impact of the event on local businesses and vendors. The survey results suggest that Viva CalleSJ not only served as a recreational activity but also contributed positively to the local economy through participant spending.

According to Figure 9, participants at Viva CalleSJ overwhelmingly reported spending money on food trucks and vendors, indicating that food options were a major draw for attendees. Restaurants located along the event route also benefited significantly, followed by various retail businesses, reflecting the event's positive impact on local commerce. Spending on Viva CalleSJ merchandise and booths at activity hubs also highlights attendee interest in branded merchandise and interactive experiences. A smaller portion of respondents indicated they did not make any purchases or only spent on "other" items, suggesting varying levels of interest in the available offerings. These findings demonstrate the economic impact of the event on various business types and provide insights for optimizing future spending opportunities that support local vendors and enhance participant engagement.

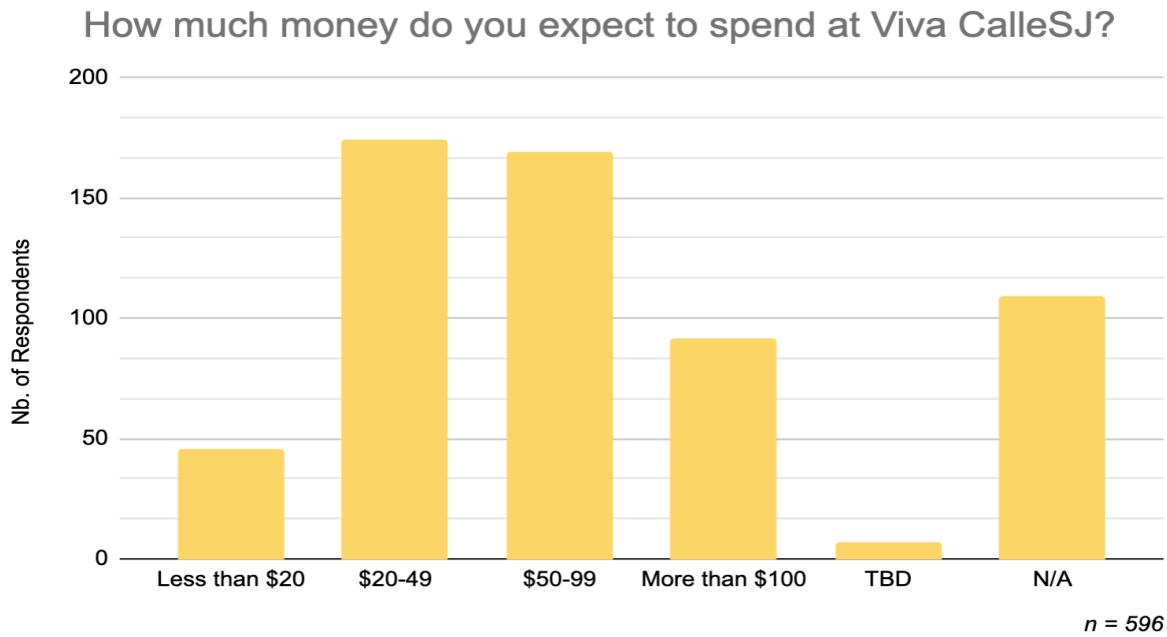


Figure 8. How much money respondents estimated they spent at Viva CalleSJ

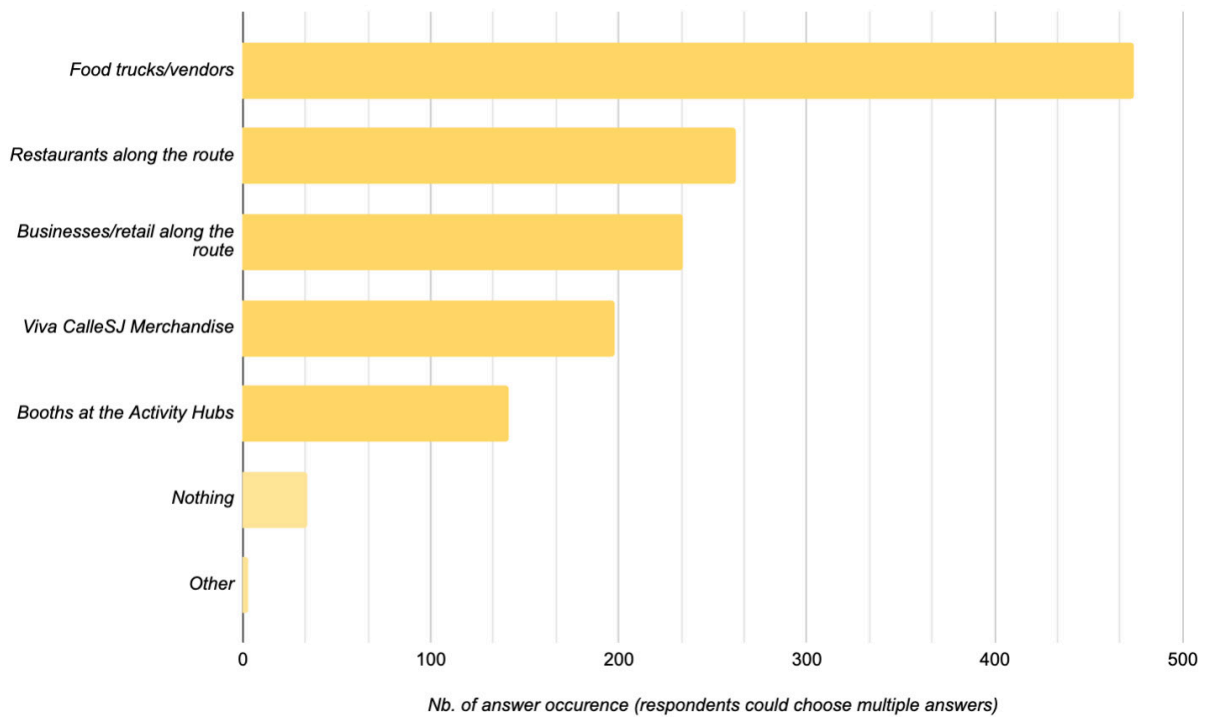


Figure 9. What respondents spent money on at Viva CalleSJ

Local Business Perceptions of Viva CalleSJ

The researchers conducted interviews with a small sample of community businesses. Local businesses (n=8) had mixed perceptions of the Viva CalleSJ event. Four out of eight respondents reported a decrease in sales and foot traffic during the event, while the other half noted an increase. Interviews suggested that businesses most prepared for Viva CalleSJ, particularly those that offered special promotions or discounts, tended to see better financial outcomes. Notably, businesses that coordinated closely with Viva CalleSJ City Staff, often designated as “Pit Stop” businesses, were more likely to implement special promotions and attract more customers.

Despite differences in immediate economic impact, all businesses agreed that Viva CalleSJ fosters community connections. Several businesses also discussed how Viva CalleSJ draws new customers and visitors to the city, broadening their potential customer base. The most commonly cited drawback of Viva CalleSJ is a reduction in available parking and concerns about increased traffic congestion during the event.

Additionally, the researchers gathered data from event participants, who frequently noted that the event helped them discover new businesses. While event participants may not always enter businesses on the day of the event, many participants said they would return to a business at another time. Future survey questions focusing on this topic could provide valuable insights into the economic impact of the event on local businesses and customer engagement.

Community Impacts

The survey data reveals that Viva CalleSJ has extensive positive impacts on community engagement, local business awareness, and civic pride, while also presenting minimal negative effects. A super-majority of respondents (80.4%, n=479) reported that the event enabled them to discover new local businesses and community resources. Additionally, 76.0% (n=453) said the event made them feel more connected to the community, while 68.5% (n=408) noted that Viva CalleSJ allowed them to explore new streets, neighborhoods, and public places. Nearly half of respondents indicated that the event helped them learn more about community issues and initiatives (49.7%, n=296) and reconnect with family, friends, neighbors, and acquaintances (49.5%, n=295). A smaller portion of respondents said Viva CalleSJ introduced them to neighbors they hadn't met before (27.7%, n=165) and offered more involvement in community activities, like volunteering (26.3%, n=157). Notably, respondents could select multiple impacts, so responses do not sum to 100% (Figure 12).

In terms of positive overall impacts, respondents noted that the event provided opportunities for family enjoyment (81.4%, n=485), brought the community together (80.4%, n=479), and contributed to a positive image of San José (77.2%, n=460). Additional positive impacts included giving respondents something to look forward to (70.0%, n=417), increasing local pride (68.1%, n=406), and creating opportunities for new experiences (62.1%, n=370). Economic benefits were also identified, as respondents indicated that Viva CalleSJ helps generate city funds (50.7%, n=302), supports local investment (45.0%, n=268), and attracts visitors and tourists to the area (35.4%, n=211) (Figure 10).

Negative impacts reported were relatively low, with the main concerns being litter (10.6%, n=63), traffic (10.4%, n=62), and parking (8.7%, n=52). Other minor issues included street safety (5.0%, n=30), crowding (4.5%, n=27), vandalism (2.3%, n=14), concerns about strangers (2.0%, n=12), and other crime-related concerns (1.2%, n=72). The significantly higher number of positive responses compared to negative ones indicates strong community support for the event, with minor issues that could be targeted in future improvements (Figure 11).

Overall, these findings highlight that Viva CalleSJ is viewed positively for its ability to strengthen community ties, support local businesses, and enhance the city's image, with minor concerns that may provide constructive feedback for the event's continued success.

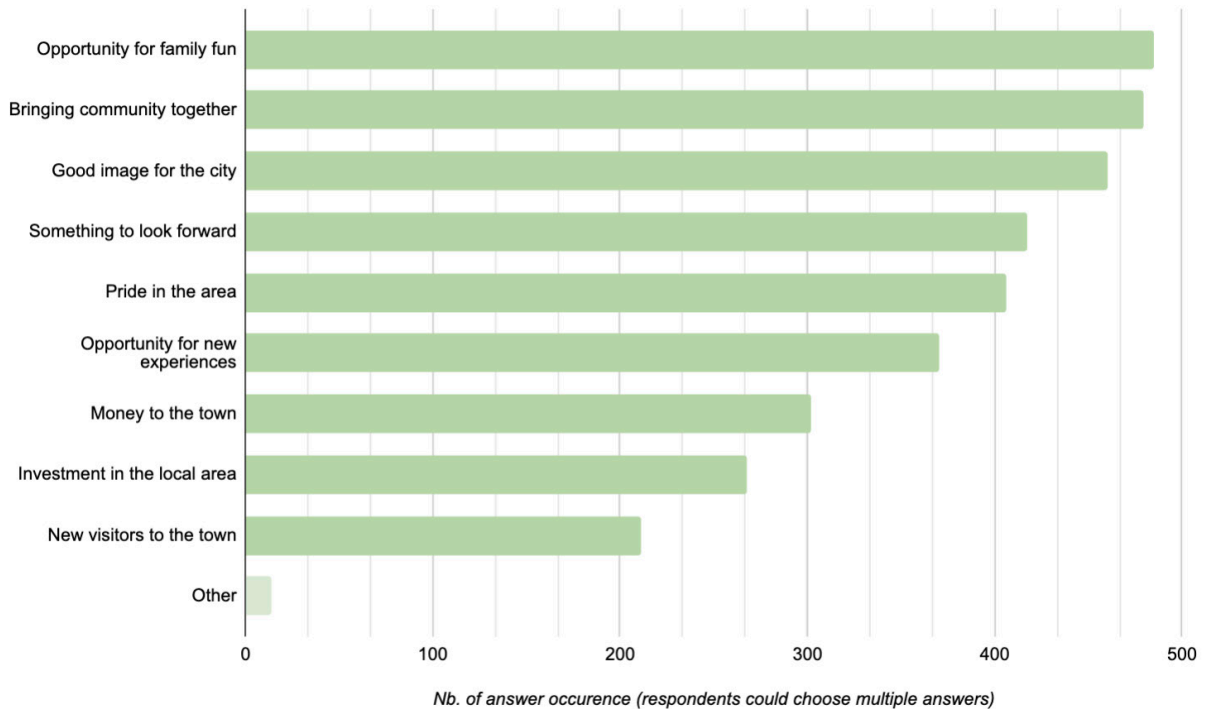


Figure 10. Positive impact identified by respondents at Viva CalleSJ

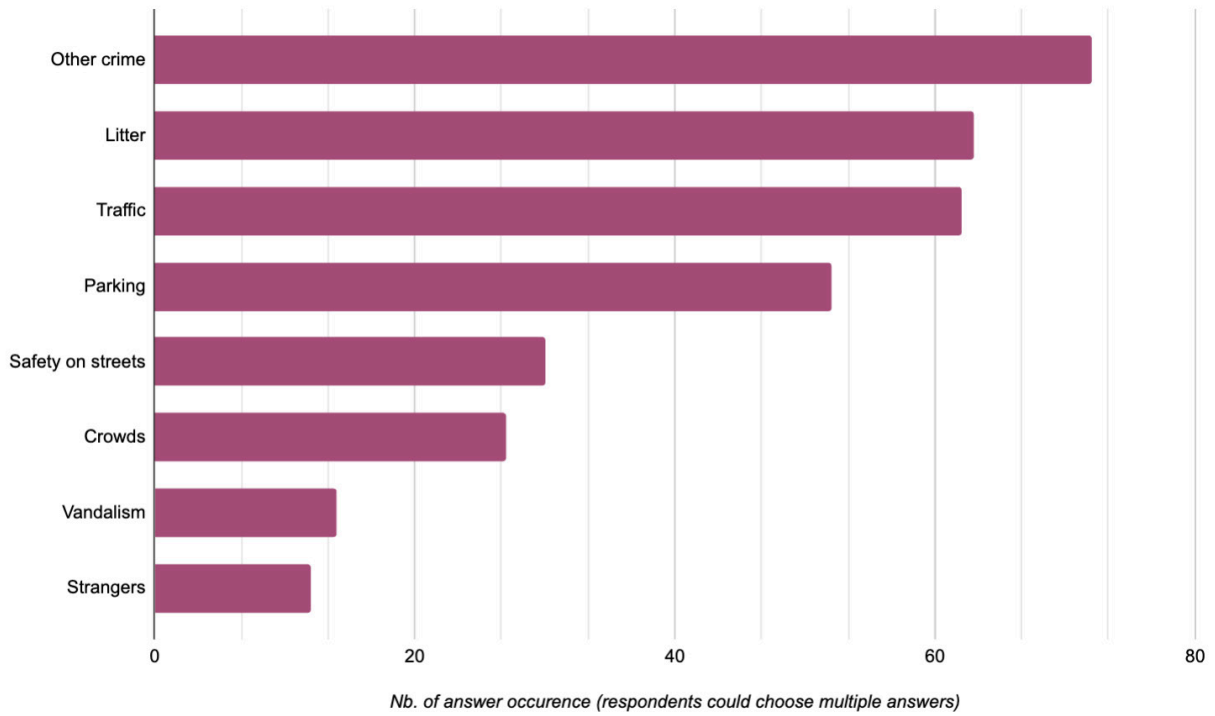


Figure 11. Negative impact identified by respondents at Viva CalleSJ

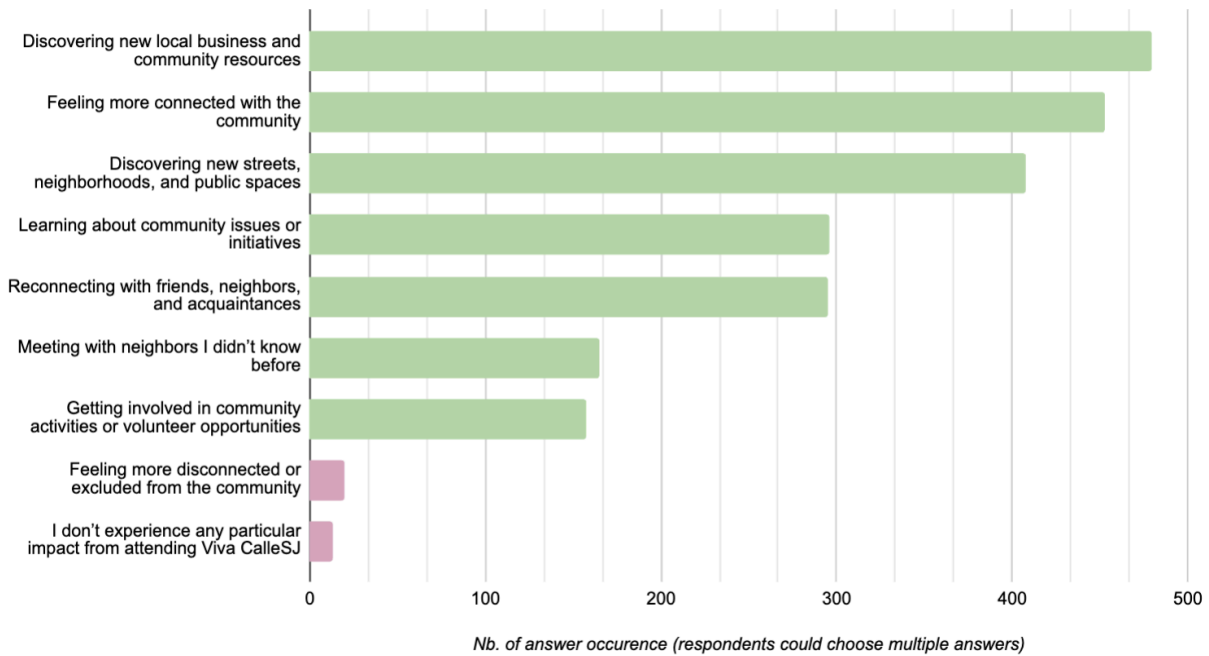


Figure 12. Impacts experienced by respondents during Viva CalleSJ

VI. KEY FINDINGS AND CONCLUSION

Viva CalleSJ 2024 was largely successful in achieving its goals of fostering community engagement, promoting active transportation, and supporting local businesses. The event attracted an estimated 125,000 participants, who appreciated the car-free environment, opportunities for physical activity, and diverse activities along the 6-mile route. Community involvement was successful, with families, young adults, and older residents actively participating in biking, walking, and various organized activities. The inclusion of cultural performances, exercise classes, and interactive events, such as live art demonstrations, contributed to a vibrant atmosphere that resonated with attendees.

The evaluation of Viva CalleSJ 2024 highlighted several key insights:

- **Diverse Attendance and Demographics:** The intercept survey of 596 participants represented a diverse cross-section of Viva CalleSJ attendees, with varying age groups, genders, and racial/ethnic backgrounds. However, the sample was not entirely representative of the broader San Jose population. Survey respondents were more likely to be aged 25-44 and identify as White, while Asian and older residents were underrepresented.
- **Modes of Event Access and On-Site Mobility:** The majority of attendees arrived by bicycle (50.2%), reflecting the event's bike-friendly atmosphere. A notable percentage of attendees accessed the event by walking (11%) or by car (30.2%). On-site mobility primarily involved walking/running (20.8%) and biking (72%), taking advantage of the car-free environment.
- **Repeat Participation and Awareness of Viva CalleSJ:** High levels of repeat participation were observed, with 34.1% attending the event five or more times, demonstrating the event's popularity. Many participants (72.7%) began attending since the pandemic, and key information sources included word-of-mouth, social media, and physical flyers, highlighting the effectiveness of an omni-channel outreach approach.
- **Duration of Attendance and Participation in Activities:** Most attendees planned to stay between two and three hours, and popular activities included visiting community resources (68.8%), dining (66.4%), and enjoying live entertainment (64.4%). Some participants expressed interest in expanded services like bike repairs and more dietary options.
- **Economic Impact:** Viva CalleSJ significantly contributed to the local economy, with 77.7% of respondents planning to spend money at the event. The average planned expenditure was \$54.23, indicating strong engagement with vendors and local businesses.

- **Community Impacts:** The event positively impacted the community by helping attendees discover local businesses (80.4%), fostering a sense of community connection (76%), and encouraging exploration of new areas (68.5%). While some negative impacts were noted, such as litter (10.6%) and traffic (10.4%), positive experiences far outweighed the negatives.

The evaluation also highlighted several considerations for future open streets events. These include:

- **Broaden Outreach Efforts:** Increase targeted outreach to underrepresented groups, particularly older adults and Asian communities, to ensure more inclusive participation. Consider collaborating with community organizations and utilizing cultural media outlets for event promotion.
- **Enhance Access and Mobility Options:** To reduce car dependency and parking challenges, offer incentives for alternative transportation modes such as public transit discounts, free transit to the event, and/or shared micromobility promotions. Adding additional options for secure bike parking and expanding transit connections could further support multimodal access.
- **Expand Event Offerings:** Introduce additional services based on feedback, such as more on-site bike repairs, bike safety education, and food options catering to diverse dietary needs.
- **Address Minor Negative Impacts:** Implement measures to mitigate the minor negative aspects reported, such as deploying additional waste management resources to address litter and improving crowd control strategies to ensure safety. Parking and traffic management should be prioritized to minimize disruptions for nearby residents. Additionally, allow business owners and restaurants easy access to their restaurants through the closed streets.
- **Leverage Economic Opportunities and Community Engagement:** San Jose could encourage attendees to visit and support local businesses along the event route by offering a “passport” that can be stamped at participating businesses. Completed passports can be entered into raffles or used for discounts, incentivizing engagement with local shops and restaurants.
- **Coordinate closely with local businesses to maximize their engagement with Viva CalleSJ:** Provide them with information on what to expect during the event, and encourage them to offer promotions, discounts, or special activities to attract foot traffic. Suggest setting up signs, tables, and seating facing the open street to draw participants into their space and enhance the event atmosphere.

The Viva CalleSJ event held on September 8, 2024, was a highly successful initiative that brought the San Jose community together. It promoted active transportation, supported local businesses, and fostered social engagement. Despite some representational biases in the survey sample, the findings offer valuable insights into the event's notable impact on San Jose residents.

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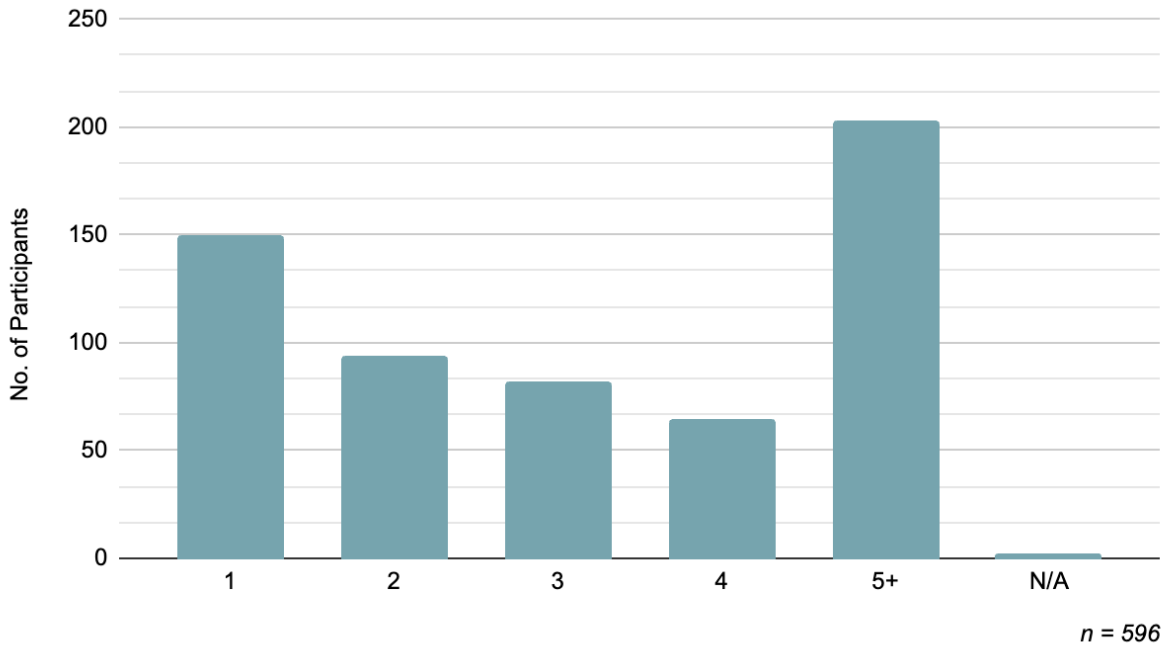
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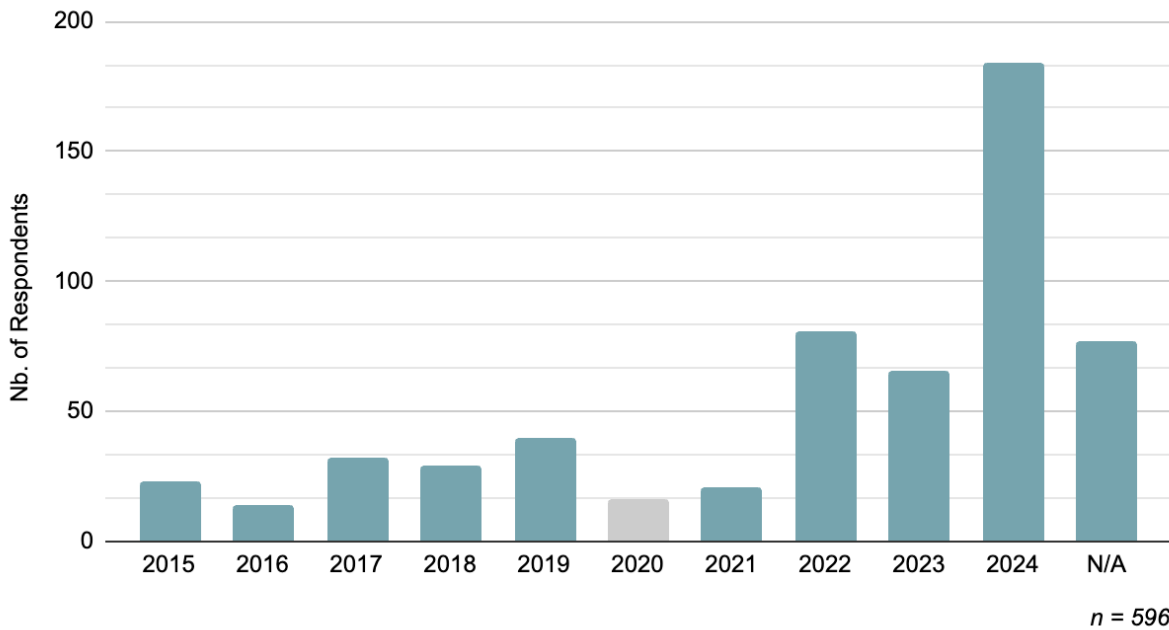
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**APPENDIX A:
ADDITIONAL CHARTS FROM PARTICIPANT SURVEY**

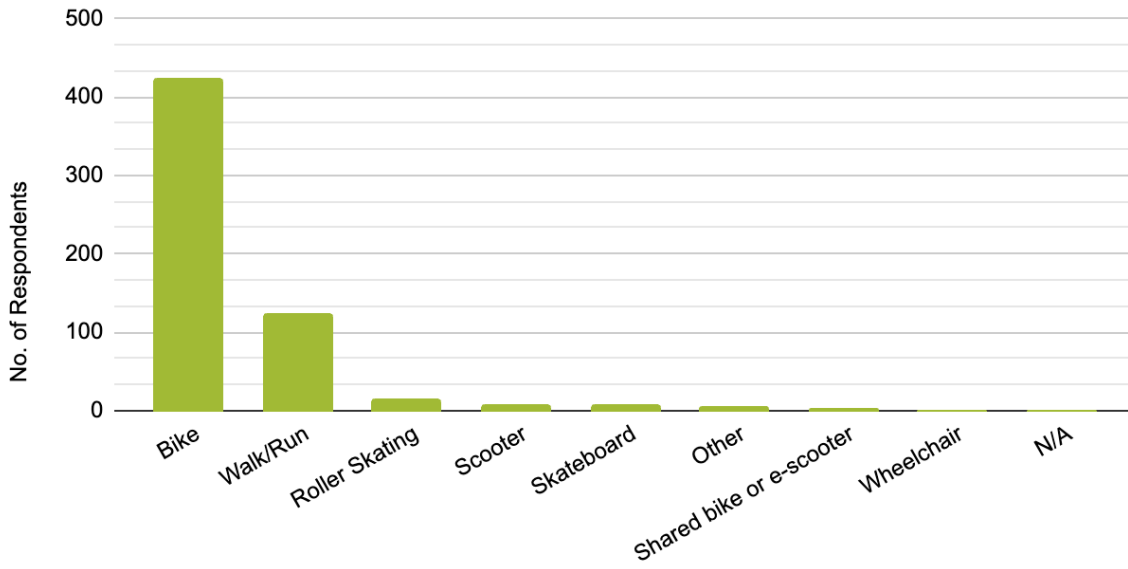
How many Viva CalleSJ events have you attended?



What year did you first start attending Viva Calle SJ?

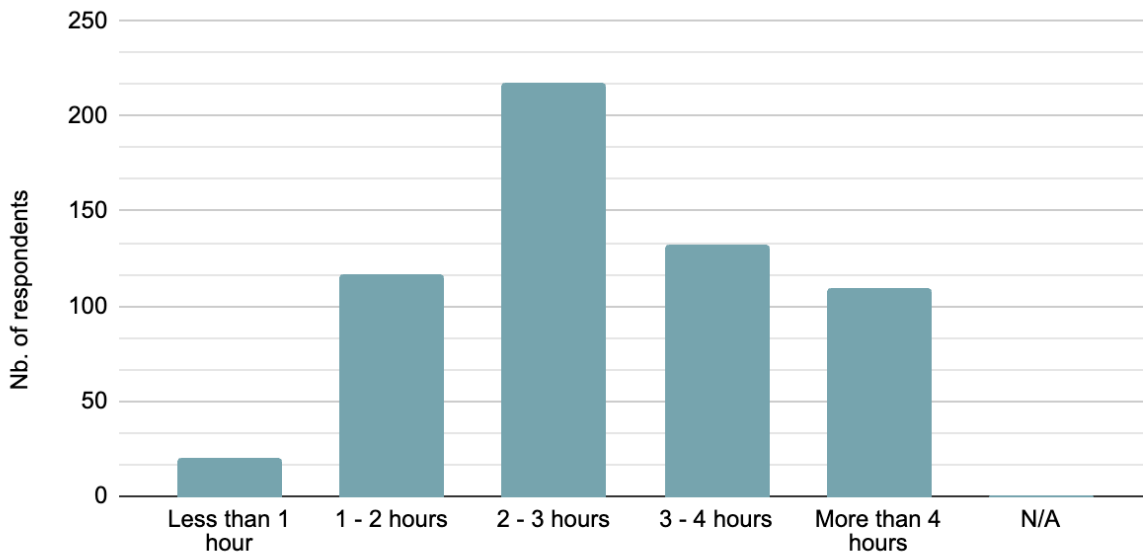


How are you getting around Viva CalleSJ?



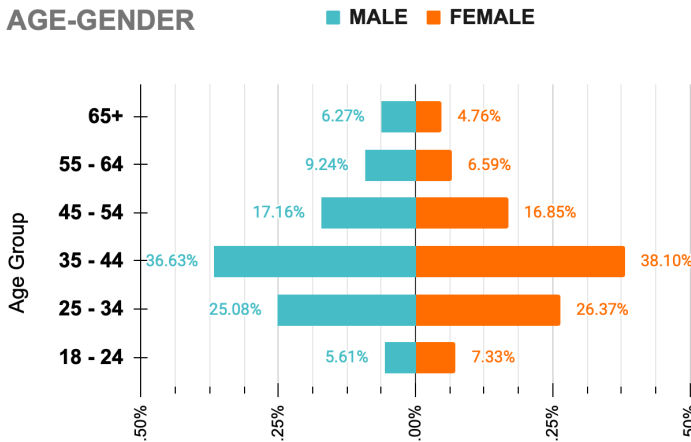
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How long do you think you will stay at Viva CalleSJ today?

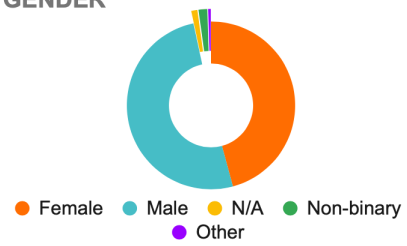


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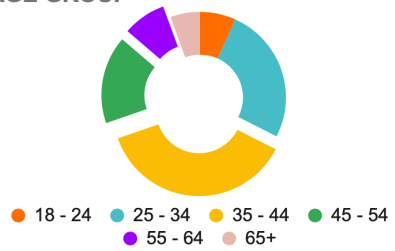
AGE-GENDER



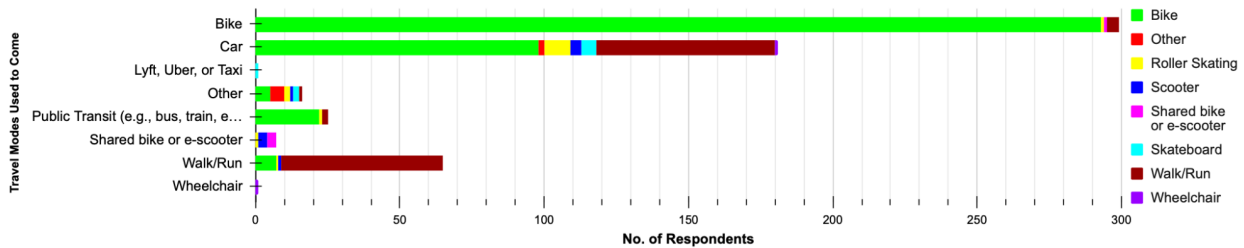
GENDER



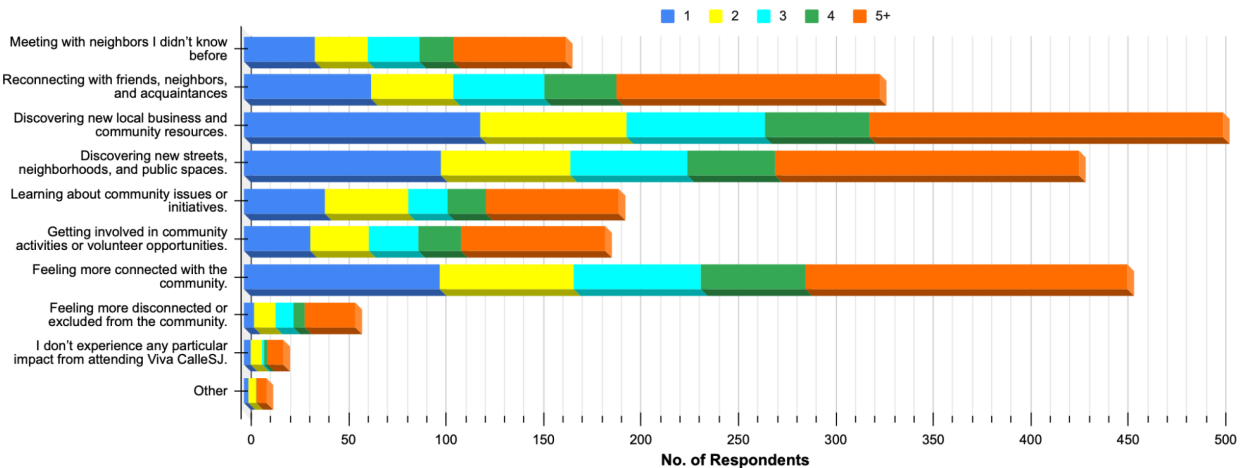
AGE GROUP



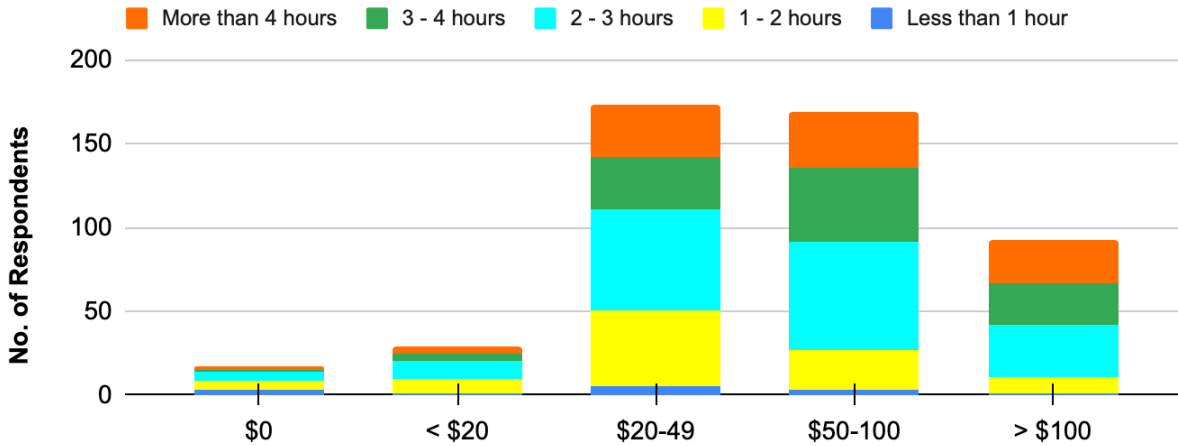
Travel Modes Used to Come vs. along Viva CalleSJ 2024.



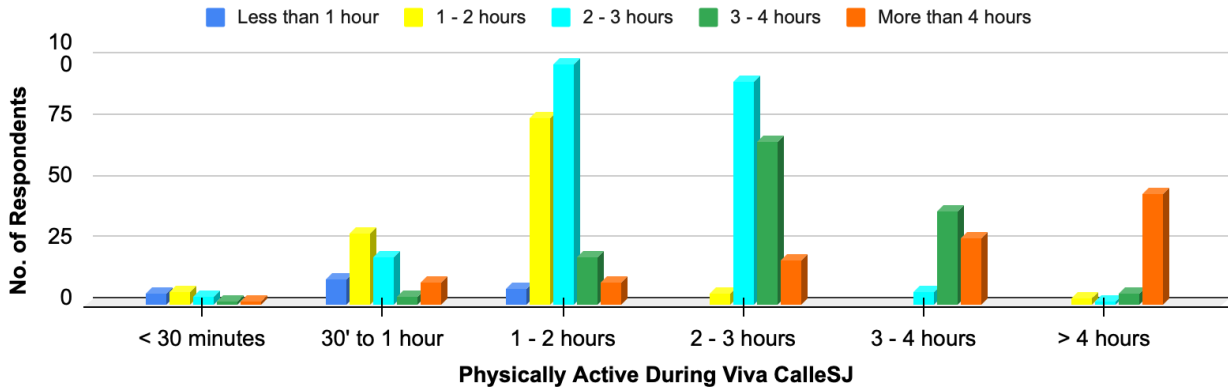
Numbers of Viva CalleSJ Events Attended & Impacts Experienced



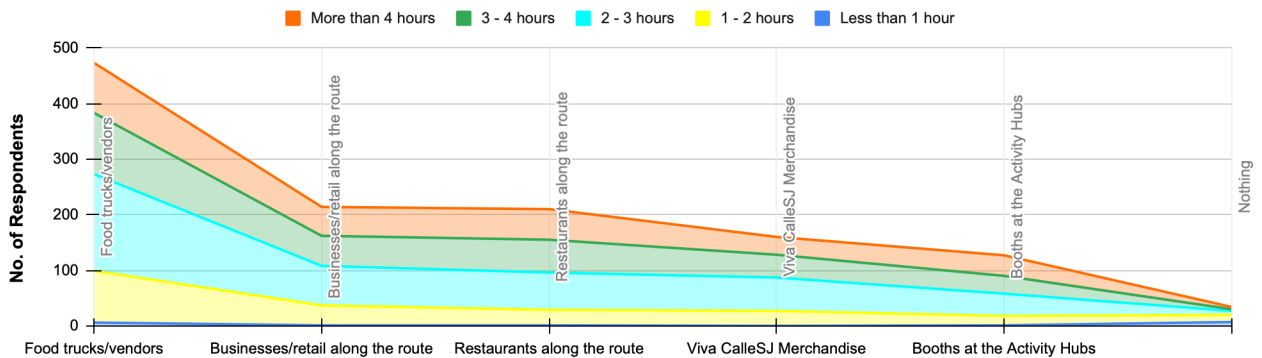
Total Time Spent vs. Expense Ranges at Viva CalleSJ 2024

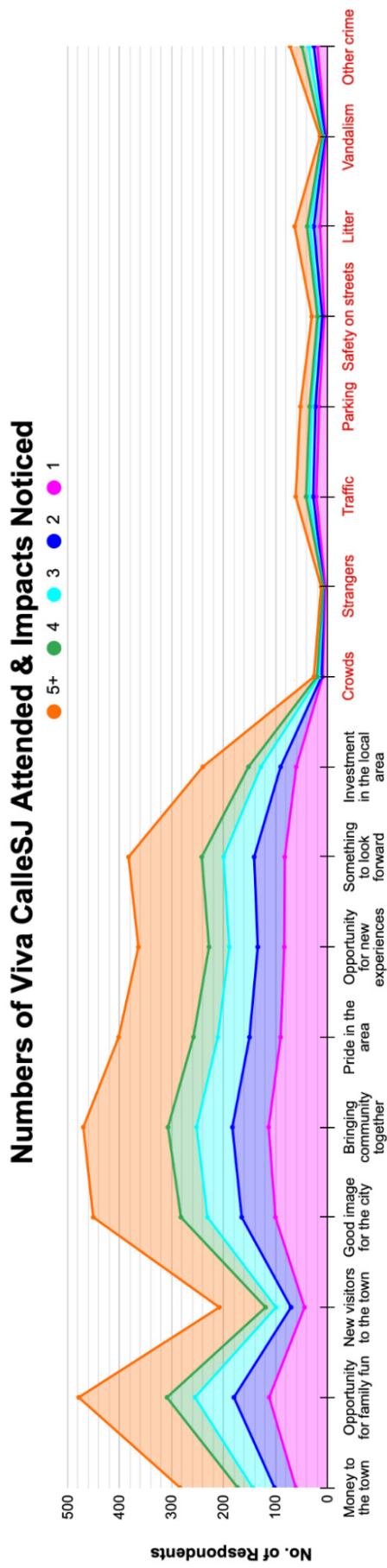


Total Time Spent vs. Physically Active During Viva CalleSJ 2024



Business Types Respondents Spent Money on While Staying at Viva CalleSJ 2024





**APPENDIX B:
VIVA CALLESJ PARTICIPANT SURVEY IN ENGLISH**

Viva CalleSJ Participant Survey

We honor your feedback and are always looking for ways to improve the experience at Viva CalleSJ, thank you in advance for your time!

Forma en espanol

Mau tieng Viet

INITIAL SCREENING QUESTION

0. (are you 18 or above?) - only administer survey to adults

1. What year did you first start attending Viva Calle SJ?

Text response:

2. How many Viva CalleSJ events have you attended?

- First time
- 2
- 3
- 4
- 5+

3. How long do you think you will stay at Viva CalleSJ today?

- Less than 1 hour
- 1 - 2 hours
- 2 - 3 hours
- 3 - 4 hours
- More than 4 hours

4. How did you find out about Viva CalleSJ?

- Facebook
- Instagram
- Twitter/X
- Other social media: _____
- Physical flyer/poster
- Electronic Newsletter (City of San Jose email, Councilmember newsletter, etc.)
- Newspaper (e.g., San Jose Mercury News, local newspaper, etc.)
- Radio
- Word of mouth (e.g., friend, family, co-worker, etc.)
- Attended a past Viva Calle SJ event
- Other:

5. How did you get to Viva CalleSJ?

- Bike
- Car
- Walk/Run
- Public Transit (e.g., bus, train, etc.)
- Shared bike or e-scooter
- Lyft, Uber, or Taxi
- Wheelchair
- Other:

6. How are you getting around Viva CalleSJ?

- Bike
- Walk/Run
- Skateboard
- Scooter
- Roller Skating
- Shared bike or e-scooter
- Wheelchair
- Other:

7. What activities will you participate in today? (Select all that apply)

- Joined physical or organized activities (e.g., art, yoga, rock climbing wall, etc.)
- Visited community resource booths
- Watched live entertainment (e.g., music, cultural performances, etc.)
- Purchased food from food trucks/vendors
- Visited local businesses along the route
- Joined kids activities
- Other:

8. Are there any additional activities you would like to see at Viva CalleSJ?

Text response:

9. How long were you physically active (e.g., riding, walking, scootering, etc.) during Viva CalleSJ?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 - 2 hours
- 2 - 3 hours
- 3 - 4 hours
- More than 4 hours

10. When attending Viva CalleSJ, which of the following impacts have you experienced? (Select all that apply)

- Meeting with neighbors I didn't know before.
- Reconnecting with friends, neighbors, and acquaintances.
- Discovering new local business and community resources.
- Discovering new streets, neighborhoods, and public spaces.
- Learning about community issues or initiatives.
- Getting involved in community activities or volunteer opportunities.
- Feeling more connected with the community.
- Feeling more disconnected or excluded from the community.
- I don't experience any particular impact from attending Viva CalleSJ.
- Other _____

11. How much money do you expect to spend at Viva CalleSJ?

Text response:

12. What are you spending money on at Viva CalleSJ?

- Nothing
- Food trucks/vendors
- Viva CalleSJ Merchandise
- Restaurants along the route
- Businesses/retail along the route
- Booths at the Activity Hubs
- Other:

13. What zip code do you live in?

Text response:

14. What is the nearest cross-street to your home?

Text response:

15. What is your age group?

- 18 - 24 (Hilary recommends not involving minors in the survey)
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

16. What is your gender?

- Female
- Male
- Non-binary
- Other:

17. What is your race/ethnicity?

- American Indian or Alaska Native
- Asian or Asian America
- Black or African-American
- Hispanic or Latino/a
- Spanish origin
- Native Hawaiian or Pacific Islander
- Mixed Race
- White
- Other

18. Did you notice any of the following positive impacts as a result of Viva CalleSJ? (Select all that apply)

- Money to the town
- New visitors to the town
- Opportunity for family fun
- Good image for the city
- Bringing community together
- Pride in the area
- Opportunity for new experiences
- Something to look forward
- Investment in the local area
- Other

19. Did you notice any of the following negative impacts as a result of Viva CalleSJ? (Select all that apply)

- Crowds
- Strangers
- Traffic
- Parking
- Safety on streets
- Litter
- Vandalism
- Other crime

Do you have any additional feedback?

Text Response:

**APPENDIX C:
VIVA CALLESJ PARTICIPANT SURVEY IN SPANISH**

Encuesta para Participantes de Viva CalleSJ

Valoramos sus comentarios y siempre estamos buscando formas de mejorar la experiencia en Viva CalleSJ. ¡Gracias de antemano por su tiempo!

***Indica pregunta obligatoria**

PREGUNTA DE SELECCION INICIAL *

(¿Tiene 18 años o más?)

1. ¿En qué año comenzó a asistir Viva Calle SJ?

Respuesta de texto:

2. ¿Cuántos eventos de Viva CalleSJ ha asistido? *

- Primera vez
- 2
- 3
- 4
- 5+

3. ¿Cuánto tiempo cree que se quedará en Viva CalleSJ hoy? *

- Menos de 1 hora
- 1 - 2 horas
- 2 - 3 horas
- 3 - 4 horas
- Más de 4 horas

4. ¿Cómo se enteró de Viva CalleSJ? *

- Facebook
- Instagram
- Twitter/X
- Otra red social: _____
- Volante/poster físico
- Boletín electrónico (correo electrónico de la Ciudad de San José, boletín del consejo municipal, etc.)
- Periódico (por ejemplo, San Jose Mercury News, periódico local, etc.)
- Radio
- Aviso Verbal (por ejemplo, amigo, familia, compañero de trabajo, etc.)
- Asistí a un evento anterior de Viva Calle SJ
- Otro:

5. ¿Cómo llegó a Viva CalleSJ? *

- Bicicleta
- Auto
- Caminar/Correr
- Transporte público (por ejemplo, autobús, tren, etc.)
- Bicicleta compartida o e-scooter
- Lyft, Uber, o Taxi
- Silla de ruedas
- Otro:

6. ¿Que metodo de transporte esta utilizando en Viva CalleSJ? *

- Bicicleta
- Caminar/Correr
- Patineta
- Scooter
- Patinaje sobre ruedas
- Bicicleta compartida o e-scooter
- Silla de ruedas
- Otro:

7. ¿En qué actividades participará hoy? (*Marque todas las que correspondan) *

- Actividades físicas organizadas (por ejemplo, arte, yoga, pared de escalar, etc.)
- Visitar puestos de recursos comunitarios
- Ver entretenimiento en vivo (por ejemplo, música, presentaciones culturales, etc.)
- Comprar comida en camiones de comida/vendedores
- Visitar negocios locales a lo largo de la ruta
- Actividades para niños
- Otro:

8. ¿Hay alguna actividad adicional que le gustaría ver en Viva CalleSJ?

Respuesta en texto:

9. ¿Cuánto tiempo estuvo físicamente activo (por ejemplo, montando bicicleta, caminando, usando scooter, etc.) durante Viva CalleSJ? *

- Menos de 30 minutos
- 30 minutos a 1 hora
- 1 - 2 horas
- 2 - 3 horas
- 3 - 4 horas
- Más de 4 horas

**10. Al asistir Viva CalleSJ, ¿cuáles de los siguientes impactos ha experimentado?
(Seleccione todos los que correspondan)**

- Conocer a vecinos que no conocía antes.
- Reconectar con amigos, vecinos y conocidos.
- Descubrir nuevos negocios y recursos comunitarios locales.
- Descubrir nuevas calles, vecindarios y espacios públicos.
- Aprender sobre problemas o iniciativas comunitarias.
- Involucrarse en actividades comunitarias y oportunidades de voluntariado.
- Sentirse más conectado con la comunidad.
- Sentirse más desconectado o excluido de la comunidad.
- No experimenté ningún impacto particular al asistir a Viva CalleSJ.
- Otro: _____

11. ¿Cuánto dinero espera gastar en Viva CalleSJ? *

Respuesta en texto:

12. ¿En qué está gastando dinero en Viva CalleSJ? *

- Nada
- Camiones de comida/vendedores
- Mercancía de Viva CalleSJ
- Restaurantes a lo largo de la ruta
- Negocios/tiendas a lo largo de la ruta
- Puestos en los centros de actividades
- Otro:

13. ¿Cuál es su código postal? *

Respuesta en texto:

14. ¿Cuál es la intersección más cercana a su hogar?

Respuesta en texto:

15. ¿En qué rango de edad se encuentra? *

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

16. ¿Cuál es su género? *

- Femenino
- Masculino
- No binario
- Otro:

17. ¿Cuál es su raza/etnicidad? *

- Indígena estadounidense o nativo de Alaska
- Asiático/a o asiático-americano/a
- Afrodecendiente o afroamericano/a
- Hispano/a o latino/a
- Origen español
- Nativo hawaiano o isleño del Pacífico
- Raza mixta
- Blanco
- Otro:

18. ¿Qué disfrutó MÁS en Viva CalleSJ? * (seleccione todas las que correspondan)

- Dinero para la ciudad
- Nuevos visitantes a la ciudad
- Oportunidad de diversión familiar
- Buena imagen para la ciudad
- Unir a la comunidad
- Orgullo en la comunidad
- Oportunidad para nuevas experiencias
- Oportunidad para anticipar el evento con entusiasmo
- Inversión en la zona local
- Otro:

19. ¿Qué disfrutó MENOS en Viva CalleSJ? * (seleccione todas las que correspondan)

- La Multitud de gente
- Desconocidos
- Tráfico
- Estacionamiento
- Seguridad en las calles
- Basura
- Vandalismo
- Otro crimen
- Otro:

¿Tiene algún comentario adicional?

Respuesta de texto:

**APPENDIX D:
VIVA CALLESJ PARTICIPANT SURVEY IN VIETNAMESE**

Khảo sát người tham gia Viva CalleSJ

Chúng tôi trân trọng phản hồi của quý vị và luôn tìm cách cải thiện trải nghiệm tại Viva CalleSJ, cảm ơn quý vị đã dành thời gian!

Forma espanola

English version

CÂU HỎI SƠ KHỞI

0. (Quý vị đã 18 tuổi hoặc hơn?) - chỉ khảo sát người trưởng thành

1. Quý vị bắt đầu tham gia Viva Calle SJ vào năm nào?

Trả lời:

2. Quý vị đã tham dự bao nhiêu sự kiện Viva CalleSJ?

- Lần đầu
- 2
- 3
- 4
- 5+

3. Quý vị dự định ở lại Viva CalleSJ hôm nay bao lâu?

- Dưới 1 giờ
- 1 - 2 giờ
- 2 - 3 giờ
- 3 - 4 giờ
- Hơn 4 giờ

4. Quý vị biết đến Viva CalleSJ như thế nào?

- Facebook
- Instagram
- Twitter/X
- Phương tiện truyền thông xã hội khác: _____
- Tờ rơi / áp phích
- Bản tin điện tử (email của Thành phố San Jose, bản tin của Thành viên Hội đồng, v.v.)
- Báo chí (ví dụ: San Jose Mercury News, báo địa phương, v.v.)
- Phát thanh
- Truyền miệng (ví dụ: bạn bè, gia đình, đồng nghiệp, v.v.)
- Đã tham dự sự kiện Viva Calle SJ trước đây
- Khác:

5. Quý vị đến Viva CalleSJ bằng phương tiện nào?

- Xe đạp
- Xe hơi
- Đi bộ / Chạy
- Phương tiện công cộng (ví dụ: xe buýt, xe lửa, v.v.)
- Xe đạp hoặc scooter điện cho thuê
- Lyft, Uber, or Taxi
- Xe lăn
- Khác:

6. Quý vị di chuyển quanh Viva CalleSJ bằng phương tiện nào?

- Xe đạp
- Đi bộ / Chạy
- Ván trượt
- Scooter
- Trượt patin
- Xe đạp hoặc scooter điện cho thuê
- Xe lăn
- Khác:

7. Hôm nay quý vị sẽ tham gia những hoạt động nào? (chọn tất cả những mục phù hợp)

- Tham gia các hoạt động thể chất hoặc theo nhóm (ví dụ: nghệ thuật, yoga, leo tường, v.v.)
- Tham quan gian hàng các hội nhóm phục vụ cộng đồng
- Xem chương trình giải trí (ví dụ: âm nhạc, biểu diễn văn hóa, v.v.)
- Mua đồ ăn từ xe / quầy bán đồ ăn
- Tham quan các cơ sở kinh doanh địa phương dọc đường
- Tham gia các hoạt động dành cho trẻ em
- Khác:

8. Quý vị muốn có thêm hoạt động nào ở Viva CalleSJ?

Trả lời:

9. Quý vị đã hoạt động thể chất trong bao lâu ở Viva CalleSJ? (ví dụ: đạp xe, đi bộ, đi xe scooter, v.v.)

- Dưới 30 phút
- 30 phút đến 1 giờ
- 1 - 2 giờ
- 2 - 3 giờ
- 3 - 4 giờ
- Hơn 4 giờ

10. Khi tham dự Viva CalleSJ, quý vị đã có những trải nghiệm nào sau đây? (chọn tất cả những mục phù hợp)

- Gặp gỡ hàng xóm mà trước đây tôi chưa từng biết.
- Kết nối lại với bạn bè, hàng xóm và người quen.
- Khám phá các nguồn lực cộng đồng và cơ sở kinh doanh mới ở địa phương.
- Khám phá những con phố, khu phố và không gian công cộng mới.
- Hiểu biết về các vấn đề hoặc sáng kiến của cộng đồng.
- Tham gia vào các hoạt động cộng đồng hoặc công việc tình nguyện.
- Cảm thấy gắn kết hơn với cộng đồng.
- Cảm thấy xa cách hoặc tách biệt khỏi cộng đồng hơn.
- Tôi không thấy bất kỳ tác động cụ thể nào khi tham dự Viva CalleSJ.
- Khác _____

11. Quý vị dự kiến sẽ chi tiêu bao nhiêu ở Viva CalleSJ?

Trả lời:

12. Quý vị đang chi tiêu vào việc gì ở Viva CalleSJ?

- Không
- Xe / quầy bán đồ ăn
- Quầy hàng Viva CalleSJ
- Nhà hàng dọc đường
- Cơ sở kinh doanh / cửa hàng dọc đường
- Gian hàng tại Trung tâm hoạt động
- Khác:

13. Quý vị sống ở mã bưu chính nào?

Trả lời:

14. Giao lộ nào gần nhà quý vị nhất?

Trả lời:

15. Nhóm tuổi của quý vị?

- 18 -24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

16. Giới tính của quý vị?

- Nữ
- Nam
- Phi nhị giới
- Khác:

17. Chủng tộc / dân tộc của quý vị?

- Người Mỹ bản địa hoặc người Alaska bản địa
- Người Á châu hoặc người Mỹ gốc Á
- Người da đen hoặc người Mỹ gốc Phi
- Người gốc Tây Ban Nha hoặc người La tinh
- Người có nguồn gốc nói tiếng Tây Ban Nha
- Người Hawaii bản địa hoặc người đảo Thái Bình Dương
- Người pha trộn chủng tộc
- Người da trắng
- Khác

18. Quý vị có nhận thấy bất kỳ tác động tích cực nào sau đây do Viva CalleSJ mang lại không? (chọn tất cả những mục phù hợp)

- Thu nhập cho thành phố
- Du khách mới đến thành phố
- Cơ hội vui chơi cùng gia đình
- Hình ảnh đẹp cho thành phố
- Gắn kết cộng đồng
- Tự hào về khu vực
- Cơ hội trải nghiệm mới
- Những hoạt động đáng trông đợi
- Đầu tư vào địa phương
- Khác

19. Quý vị có nhận thấy bất kỳ tác động tiêu cực nào sau đây do Viva CalleSJ mang lại không? (chọn tất cả những mục phù hợp)

- Đám đông
- Người lạ
- Giao thông
- Chỗ đậu xe
- An toàn đường phố
- Xả rác
- Phá hoại
- Hành vi phạm pháp khác

Quý vị có thêm phản hồi nào không?

Trả lời:

**APPENDIX E:
VIVA CALLESJ MERCHANT SURVEY IN ENGLISH**

***Merchant Survey Questions**

**Interviews with two local businesses were conducted using the following questionnaire.*

To help understand the economic impact of Viva CalleSJ, we would like to ask you a few brief questions about your typical business activity on Sundays (activity not on Viva CalleSJ event days).

1. Please provide your business name and address. (Text Response)

2. What type of business is this? (City to suggest standardized options)
 - a. Retail Store
 - b. Restaurant/Café
 - c. Bar/Pub
 - d. Service Venue (e.g., salon, repair shop)
 - e. Entertainment Venue (e.g., theater, arcade)
 - f. Fitness/Wellness Venue (e.g., gym, yoga studio)
 - g. Art Gallery/Museum
 - h. Grocery/Convenience
 - i. Store Hotel/Accommodation
 - j. Other (please specify)

3. Approximately how many people came into your store this past Sunday? Date:
 - a. N/A. Our business is not typically open on Sundays

4. How many employees worked this past Sunday? (Numerical Response)

Now we would like to understand about your business activity during the Viva CalleSJ Sunday compared to a typical Sunday.

5. Did your business have any special hours or promotions due to Viva CalleSJ?
(Select all that apply)
 - a. Yes, we extended our business hours.
 - b. Yes, we shortened our business hours.
 - c. Yes, we offered special promotions or discounts.
 - d. Yes, we hosted special events or activities.
 - e. Yes, we partnered with other local businesses for a promotion.
 - f. No, our business hours and promotions remained the same.
 - g. No, our business was closed during Viva CalleSJ.

-
6. How would you rate the impact of Viva CalleSJ on your business' sales?
- Viva CalleSJ resulted in more than 20% decrease in sales
 - Viva CalleSJ resulted in a 11-20% decrease in sales
 - Viva CalleSJ resulted in a 1-10% decrease in sales
 - Viva CalleSJ did not impact our sales
 - Viva CalleSJ resulted in a 1-10% increase in sales
 - Viva CalleSJ resulted in a 11-20% increase in sales
 - Viva CalleSJ resulted in a more than 20% increase in sales
 - Our business is not typically open on Sundays. Viva CalleSJ resulted in new sales that would not have occurred.
 - Other _____
7. Approximately how many people came into your store during the Viva CalleSJ Sunday?
8. How many employees worked during Viva CalleSJ? (Numerical Response)
9. Did you notice any of the following positive impacts as a result of Viva CalleSJ?
(Select all that apply)
- Money to the city
 - New visitors to the city
 - Good image for the city
 - Bringing community together
 - Pride in the area
 - New customers for your business
 - Non-local customers for your business
 - Greater awareness of your business
 - Investment in the local area
 - Other
10. Did you notice any of the following negative impacts as a result of Viva CalleSJ?
(Select all that apply)
- Demand business can't meet
 - Traffic congestion
 - Parking problems
 - Litter
 - Vandalism
 - Other crime
 - Putting-off regular customers
 - Other
11. Is there anything else you would like to share with us? (Open-ended text response)

Thank you for your time and feedback.

**APPENDIX F:
VIVA CALLESJ MERCHANT SURVEY IN SPANISH**

Encuesta para Comerciantes

Para comprender el impacto económico de Viva CalleSJ, nos gustaría hacerle algunas preguntas breves sobre la actividad comercial típica de su negocio los domingos (En días típicos que no hay eventos como Viva CalleSJ).

1. Por favor, proporcione el nombre y la dirección de su negocio.
2. ¿Qué tipo de negocio tiene?
 - a. Lugar de Servicios (por ejemplo, salón de belleza, taller de reparaciones)
3. Aproximadamente cuántas personas entraron en su tienda el pasado domingo?
Fecha:
 - a. N/A. Nuestro negocio no suele estar abierto los domingos.
4. ¿Cuántos empleados trabajaron el pasado domingo?

Ahora nos gustaría entender la actividad de su negocio durante el domingo de Viva CalleSJ en comparación con un domingo típico.

5. ¿Cómo calificaría el impacto de Viva CalleSJ en las ventas de su negocio?
 - a. Viva CalleSJ resultó en una disminución de ventas de más del 20%
 - b. Viva CalleSJ resultó en una disminución de ventas del 11-20%
 - c. Viva CalleSJ resultó en una disminución de ventas del 1-10%
 - d. Viva CalleSJ no impactó nuestras ventas
 - e. Viva CalleSJ resultó en un aumento de ventas del 1-10%
 - f. Viva CalleSJ resultó en un aumento de ventas del 11-20%
 - g. Viva CalleSJ resultó en un aumento de ventas de más del 20%
 - h. Nuestro negocio no suele estar abierto los domingos. Viva CalleSJ resultó en nuevas ventas que no hubieran ocurrido.
 - i. Otro: _____
6. Aproximadamente cuántas personas entraron a su tienda durante el domingo de Viva CalleSJ?
7. ¿Cuántos empleados trabajaron durante Viva CalleSJ?

8. ¿Qué disfrutó **MÁS** de Viva CalleSJ? (Seleccione todas las que correspondan)

- a. Ingresos para la ciudad
- b. Nuevos visitantes a la ciudad
- c. Buena imagen para la ciudad
- d. Unir a la comunidad
- e. Orgullo en la zona
- f. Nuevos clientes para su negocio
- g. Clientes no locales para su negocio
- h. Mayor reconocimiento de su negocio
- i. Inversión en la zona local
- j. Otro

9. ¿Qué disfrutó **MENOS** de Viva CalleSJ? (Seleccione todas las que correspondan)

- a. Demanda que el negocio no puede satisfacer
- b. Congestión de tráfico
- c. Problemas de estacionamiento
- d. Basura
- e. Vandalismo
- f. Otro crimen
- g. Alejar a los clientes habituales
- h. Otro

10. ¿Hay algo más que le gustaría compartir con nosotros?

Gracias por su tiempo.

**APPENDIX G:
VIVA CALLESJ MERCHANT SURVEY IN VIETNAMESE**

Khảo sát người tham gia Viva CalleSJ

Chúng tôi trân trọng phản hồi của quý vị và luôn tìm cách cải thiện trải nghiệm tại Viva CalleSJ, cảm ơn quý vị đã dành thời gian!

Forma espanola

English version

CÂU HỎI SƠ KHỞI

0. (Quý vị đã 18 tuổi hoặc hơn?) - chỉ khảo sát người trưởng thành

1. Quý vị bắt đầu tham gia Viva Calle SJ vào năm nào?

Trả lời:

2. Quý vị đã tham dự bao nhiêu sự kiện Viva CalleSJ?

- Lần đầu
- 2
- 3
- 4
- 5+

3. Quý vị dự định ở lại Viva CalleSJ hôm nay bao lâu?

- Dưới 1 giờ
- 1 - 2 giờ
- 2 - 3 giờ
- 3 - 4 giờ
- Hơn 4 giờ

4. Quý vị biết đến Viva CalleSJ như thế nào?

- Facebook
- Instagram
- Twitter/X
- Phương tiện truyền thông xã hội khác: _____
- Tờ rơi / áp phích
- Bản tin điện tử (email của Thành phố San Jose, bản tin của Thành viên Hội đồng, v.v.)
- Báo chí (ví dụ: San Jose Mercury News, báo địa phương, v.v.)
- Phát thanh
- Truyền miệng (ví dụ: bạn bè, gia đình, đồng nghiệp, v.v.)
- Đã tham dự sự kiện Viva Calle SJ trước đây
- Khác:

5. Quý vị đến Viva CalleSJ bằng phương tiện nào?

- Xe đạp
- Xe hơi
- Đi bộ / Chạy
- Phương tiện công cộng (ví dụ: xe buýt, xe lửa, v.v.)
- Xe đạp hoặc scooter điện cho thuê
- Lyft, Uber, or Taxi
- Xe lăn
- Khác:

6. Quý vị di chuyển quanh Viva CalleSJ bằng phương tiện nào?

- Xe đạp
- Đi bộ / Chạy
- Ván trượt
- Scooter
- Trượt patin
- Xe đạp hoặc scooter điện cho thuê
- Xe lăn
- Khác:

7. Hôm nay quý vị sẽ tham gia những hoạt động nào? (chọn tất cả những mục phù hợp)

- Tham gia các hoạt động thể chất hoặc theo nhóm (ví dụ: nghệ thuật, yoga, leo tường, v.v.)
- Tham quan gian hàng các hội nhóm phục vụ cộng đồng
- Xem chương trình giải trí (ví dụ: âm nhạc, biểu diễn văn hóa, v.v.)
- Mua đồ ăn từ xe / quầy bán đồ ăn
- Tham quan các cơ sở kinh doanh địa phương dọc đường
- Tham gia các hoạt động dành cho trẻ em
- Khác:

8. Quý vị muốn có thêm hoạt động nào ở Viva CalleSJ?

Trả lời:

9. **Quý vị đã hoạt động thể chất trong bao lâu ở Viva CalleSJ? (ví dụ: đạp xe, đi bộ, đi xe scooter, v.v.)**

- Dưới 30 phút
- 30 phút đến 1 giờ
- 1 - 2 giờ
- 2 - 3 giờ
- 3 - 4 giờ
- Hơn 4 giờ

10. **Khi tham dự Viva CalleSJ, quý vị đã có những trải nghiệm nào sau đây? (chọn tất cả những mục phù hợp)**

- Gặp gỡ hàng xóm mà trước đây tôi chưa từng biết.
- Kết nối lại với bạn bè, hàng xóm và người quen.
- Khám phá các nguồn lực cộng đồng và cơ sở kinh doanh mới ở địa phương.
- Khám phá những con phố, khu phố và không gian công cộng mới.
- Hiểu biết về các vấn đề hoặc sáng kiến của cộng đồng.
- Tham gia vào các hoạt động cộng đồng hoặc công việc tình nguyện.
- Cảm thấy gắn kết hơn với cộng đồng.
- Cảm thấy xa cách hoặc tách biệt khỏi cộng đồng hơn.
- Tôi không thấy bất kỳ tác động cụ thể nào khi tham dự Viva CalleSJ.
- Khác _____

11. **Quý vị dự kiến sẽ chi tiêu bao nhiêu ở Viva CalleSJ?**

Trả lời:

12. **Quý vị đang chi tiêu vào việc gì ở Viva CalleSJ?**

- Không
- Xe / quầy bán đồ ăn
- Quầy hàng Viva CalleSJ
- Nhà hàng dọc đường
- Cơ sở kinh doanh / cửa hàng dọc đường
- Gian hàng tại Trung tâm hoạt động
- Khác:

13. **Quý vị sống ở mã bưu chính nào?**

Trả lời:

14. **Giao lộ nào gần nhà quý vị nhất?**

Trả lời:

15. Nhóm tuổi của quý vị?

- 18 -24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

16. Giới tính của quý vị?

- Nữ
- Nam
- Phi nhị giới
- Khác:

17. Chủng tộc / dân tộc của quý vị?

- Người Mỹ bản địa hoặc người Alaska bản địa
- Người Á châu hoặc người Mỹ gốc Á
- Người da đen hoặc người Mỹ gốc Phi
- Người gốc Tây Ban Nha hoặc người La tinh
- Người có nguồn gốc nói tiếng Tây Ban Nha
- Người Hawaii bản địa hoặc người đảo Thái Bình Dương
- Người pha trộn chủng tộc
- Người da trắng
- Khác

18. Quý vị có nhận thấy bất kỳ tác động tích cực nào sau đây do Viva CalleSJ mang lại không? (chọn tất cả những mục phù hợp)

- Thu nhập cho thành phố
- Du khách mới đến thành phố
- Cơ hội vui chơi cùng gia đình
- Hình ảnh đẹp cho thành phố
- Gắn kết cộng đồng
- Tự hào về khu vực
- Cơ hội trải nghiệm mới
- Những hoạt động đáng trông đợi
- Đầu tư vào địa phương
- Khác

19. Quý vị có nhận thấy bất kỳ tác động tiêu cực nào sau đây do Viva CalleSJ mang lại không? (chọn tất cả những mục phù hợp)

- Đám đông
- Người lạ
- Giao thông
- Chỗ đậu xe
- An toàn đường phố
- Xả rác
- Phá hoại
- Hành vi phạm pháp khác

Quý vị có thêm phản hồi nào không?

Trả lời:

**APPENDIX H:
MERCHANT INTERVIEW SUMMARY**
Last Round Tavern and Zona Rosa Interview

Last Round Tavern Interview Summary

Date and Time: Thursday, October 16, 2024, at 2:30 PM

Interviewee: Caleb Orozco, Manager of The Last Round Tavern, a pit stop restaurant and bar along the Viva CalleSJ route

Interviewer: Sara Ali, member of San Jose State University Viva CalleSJ Research Team

On September 8, 2024, The Last Round Tavern participated in Viva CalleSJ by setting up a photo prop stand as part of the event's activities. Mr. Caleb Orozco, the tavern's manager, expressed his support for Viva Calle, noting its positive impact on the community and local businesses.

Community Impact:

Mr. Orozco praised the event for bringing the community together in a family-friendly environment. He emphasized that Viva Calle encourages physical activity and creates opportunities for people to discover new businesses, making areas like The Last Round Tavern more accessible to a wider audience.

Economic Impact:

The Last Round Tavern saw an economic boost of approximately \$500-\$1,000 during the Viva CalleSJ event. The tavern had 40-60 customers throughout the day and staffed four employees. Mr. Orozco noted that business tends to pick up near the end of the event, as participants finish their activities and are more likely to stop by for food or drinks.

Conclusion:

In Mr. Orozco's view, the event's greatest economic impact is in allowing people to discover new businesses they might not have visited otherwise. The increased exposure provided by Viva CalleSJ, paired with the family-oriented atmosphere, creates a unique opportunity for local businesses like The Last Round Tavern to thrive and attract new customers. Mr. Orozco also wishes to extend his gratitude to the city staff and volunteers for their seamless coordination in allowing his team to access blocked roads. He believes that with continued communication, The Last Round Tavern will remain a committed pit stop business for future Viva Calle events.

Zona Rosa Interview Summary

Date and Time: Wednesday, October 15, 2024, at 3:30 PM

Interviewee: James Gonzales, Manager of Zona Rosa, a pit stop business along the Viva CalleSJ route

Interviewer: Sara Ali, member of San Jose State University Viva CalleSJ Research Team
Mr. Gonzales began the interview by acknowledging the hard work the City of San Jose has put into organizing the Viva Calle event and praised the cooperative spirit of the city staff in collaborating with Zona Rosa. For the Viva Calle event on September 8, 2024, Zona Rosa operated as a pit stop business and hosted a happy hour to attract attendees.

Community Impact:

Mr. Gonzales recognizes the community benefits of Viva Calle, describing it as a valuable event that fosters community engagement and allows residents to come together. However, he expressed concerns that the current format does not significantly boost sales for his business.

Suggestions for Improvement for Economic Impact:

To enhance the economic impact of Viva Calle for local businesses, Mr. Gonzales offered several suggestions:

- 1. Increased Marketing:**

More robust marketing efforts could help attract larger crowds to the event, benefiting local businesses.

- 2. Collaboration with Small Business Owners:**

Greater collaboration between the city and small business owners, particularly restaurants, can enhance the event's appeal and draw in more attendees.

- 3. Shorter Physical Length of Street Closure:**

Reducing the physical length of the street closure could create a more concentrated experience, increasing foot traffic to local businesses like Zona Rosa.

- 4. Focus on Pedestrian Engagement:**

Shifting the emphasis from biking to pedestrian activities could transform Viva Calle into a walking festival, making it more conducive to merchant sales.

- 5. Consistency in Events:**

Regularly scheduled Viva Calle events would build familiarity and encourage community participation, making it a more appealing investment for the city.

- 6. Event Day Consideration:**

Mr. Gonzales suggested moving the event from Sunday to Saturday to potentially attract a larger audience.

Conclusion:

Mr. Gonzales extended his gratitude to Brian and the City of San Jose team for their efforts and emphasized that Zona Rosa is committed to improving the community. He believes that with these adjustments, Viva Calle can become a more effective initiative for economic development.

ABOUT THE AUTHORS

RICK KOS

Rick Kos is a certified urban planner and a faculty member in the Master of Urban Planning program at San Jose State University since 2007. He serves as the department's Graduate Advisor and Practitioner-in-Residence, preparing his graduate students for professional practice in urban planning. Rick's areas of research and teaching include applications of GIS to urban analysis, community engagement in the neighborhood planning process, and transportation planning. Rick earned his bachelor's degree in environmental planning and urban design from Rutgers University and a Master of Regional Planning degree from the University of North Carolina at Chapel Hill.

ADAM COHEN

Adam Cohen is a senior researcher in innovative and emerging mobility. He has two decades of experience as a researcher with the Mineta Transportation Institute of San Jose State University and the Transportation Sustainability Research Center at the University of California, Berkeley. Adam also chairs the Transportation Research Board's Standing Committee on Innovative Public Transportation Services and Technologies (AP020). He has a master's degree in city and regional planning and a masters degree in international affairs from Georgia Tech.

STUDENT CONTRIBUTORS

Gisele Antunes

Gisele Antunes is an international San José State University student pursuing a Master's in Urban Planning. With over 13 years of experience as a public sector architect in Brazil, specializing in real estate appraisal, Gisele's focus areas are Geographic Information Systems, Community Design, and Public Administration to create inclusive and sustainable urban environments. As a member of the research team for the Viva Calle project, Gisele advocates for mobility and fosters community engagement through innovative urban planning solutions.

Rachel Dubois

Rachel is a graduate student in Geography at San Jose State University. Her primary interests are geospatial analysis, social equity, and food security. Rachel is currently working on her Masters Project, which addresses equitable access to fresh food in the city through a better use of community and backyard gardens. Her main role on the Viva Calle project was to prepare survey instruments along with cleaning and analyzing the data collected by the team.

Sara Ali

Sara Ali is a graduate student in Urban and Regional Planning at San José State University.

She holds an undergraduate degree in Neurobiology, Physiology, and Behavior from UC Davis. Sara's focus is on integrating public health and urban planning by leveraging thoughtful community design to enhance public health outcomes. This dedication inspired her to join the research team for Viva CalleSJ.

Thuy Nguyen

Thuy Nguyen is an international student pursuing a Master's in Urban Planning at SJSU. With over fifteen years of experience as an architect in Vietnam, her academic focus lies in transportation and community design. Thuy is also a member of the research team for the Viva Calle project and was instrumental in preparing graphical summaries of the collected survey data.

Ilse Saenz

Ilse Saenz is a San José State University graduate student earning a Master's in Urban Planning with a concentration in environmental planning and sustainable development. Ilse's area of interest is to find ways to foster resilient cities and innovative strategies to mitigate the effects of climate change on urban communities. Ilse is also part of the SJSU Viva CalleSJ research team.

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