

An Assessment of the Viva CalleSJ September 2025 Event in San José

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EXECUTIVE SUMMARY

Viva CalleSJ is an open-streets initiative where several miles of the City of San José's streets are closed to vehicular traffic, allowing residents to walk, bike, scooter, and skate freely. The event, organized to promote active transportation, community engagement, and support for local businesses, attracted more than 150,000 participants. This Report evaluates the Viva CalleSJ event held in San José on September 7, 2025, using both qualitative and quantitative data 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 the event employed a mixed-method approach, incorporating quantitative and qualitative data collection to evaluate the event's impact. Data was gathered through surveys of participants, interviews with businesses and other stakeholders, and observational analysis during the event. An intercept survey was distributed along the nearly 10-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 0.003% based on the projected attendance of 150,000. Semi-structured interviews with stakeholders such as business owners and City of San José 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's September 2025 event.

The findings indicate that the Viva CalleSJ September 2025 event 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 the Viva CalleSJ Event on September 7, 2025, include:

- **Diverse Attendance and Demographics:** The intercept survey of 490 participants reflected diverse attendance, spanning different age groups, genders, and racial/ethnic backgrounds. However, some demographic gaps were noted, with respondents more likely to identify as White. Asians, and residents older than 64, were underrepresented compared to the broader San José population, indicating a potential need for more inclusive outreach efforts.
- **Modes of Event Access and On-Site Mobility:** Attendees used a wide range of transportation modes to reach Viva CalleSJ. Over 58% arrived by bicycle, an increase of nearly 9% over 2024. Arrival on foot, at 12.5%, also increased from 2024. Arrival by car was stable at 30%. Modes such as scooters and shared-mobility options saw

a marked increase compared to 2024 (7.2% vs 2.9%). Once at Viva CalleSJ, most participants traveled through the event by bicycle (68.6%), with others walking or running, and smaller groups using scooters, skateboards, skates, or wheelchairs.

- **Repeat Participation and Event Awareness:** Participants learned about Viva CalleSJ through a mix of channels. Word of mouth showed the biggest growth of influence in comparison with 2024 (27.3% vs 38.8% of responses). Previous attendance was the second greatest influence, with over 30% of responses, an increase of over 10% from 2024. Social media platforms also served as primary sources. Traditional outreach, including flyers and local media, also played a meaningful role. Overall, the event's multi-channel approach effectively reached both new and returning participants.
- **Duration of Attendance and Activity Participation:** Most participants planned to spend several hours at Viva CalleSJ, engaging in popular activities like visiting community resources (69.4%) and enjoying live entertainment (61.2%). Respondents suggested adding more entertainment, vendors, mobility/recreation activities, and support services—such as water stations and restrooms—to further enhance future Viva CalleSJ events.
- **Economic Impact:** The event had a positive economic effect, with 78.5% of participants planning to spend money during the event, averaging \$53.67 each. This strong engagement with vendors and local businesses demonstrated Viva CalleSJ's role in supporting the local economy, further extrapolated in Appendix K of this Report.

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

- **Broaden Outreach Efforts:** Viva CalleSJ continues to show strong overall diversity among participants; however, Asian residents and adults 65+ remain underrepresented relative to San José's population. Targeted outreach—especially through culturally specific media, neighborhood associations, senior centers, and community-based partners—could help close these gaps.
- **Enhance Access and Mobility Options:** Bicycling and walking both increased in 2025, yet nearly one-third of attendees still arrived by car. Expanding incentives for alternative modes—such as free or discounted transit, first/last-mile micromobility options, and additional secure bike parking—could reduce traffic to- and from- the event as well as parking demand at activity hubs.
- **Address Minor Negative Impacts:** While reports of negative impacts remained low, respondents most frequently cited traffic management, crowding, and parking challenges. Enhancing wayfinding and crowd management could help address these concerns.

I. INTRODUCTION

Viva CalleSJ is an open-streets initiative where several miles of the City of San José's streets are closed to vehicular traffic, allowing residents to walk, bike, scooter, and skate freely. The 2025 edition, *Las Calles*, marked the tenth 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 José. Viva CalleSJ, San José's open streets program ("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 José'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 José has leveraged Viva Calle to promote public health, urban mobility, and community connectivity. Over the years, the event has showcased San José'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 second section provides a literature review of open streets and community events that helped to shape Viva CalleSJ. 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 Viva CalleSJ September 2025 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 7, 2025, from 10 a.m. to 3 p.m. along a nearly 10-mile route that spanned Watson Park, the Municipal Rose Garden, a Youth Empowerment Zone, and Downtown Willow Glen. The route featured four activity hubs with numerous organized activities, such as cultural demonstrations, live performances, and street games. Seventeen (17) businesses along the route served as “pit stops” and offered specials to event participants. The event aimed to encourage active transportation and community interaction.

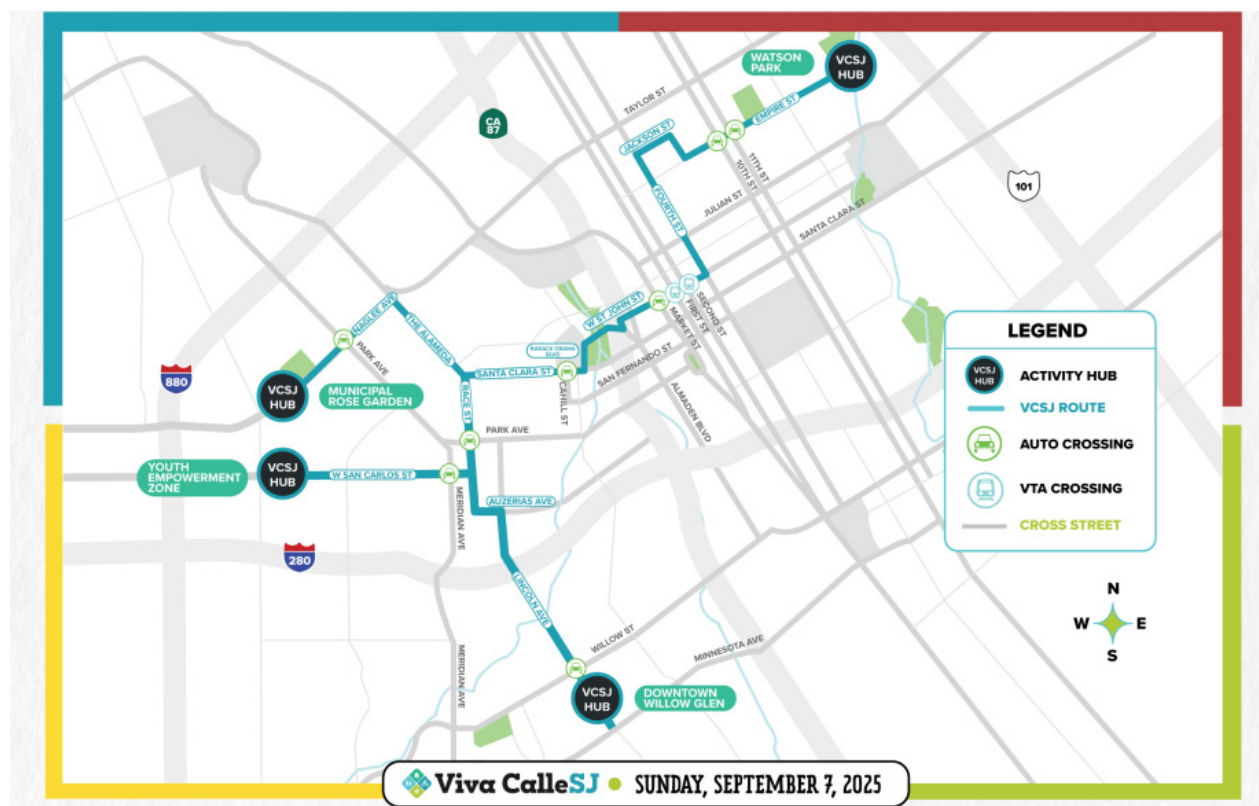


Figure 1. Map of the Viva CalleSJ Route, September 7, 2025

Citation for above: https://assets.nationbuilder.com/wgna/pages/1111/attachments/original/1750836321/Viva_CalleSJ_-_09.07.25.pdf?1750836321

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” (cycleways), “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, JSTOR, Scopus, Web of Science, and TRID to identify relevant academic articles. Recognizing the importance of gray literature in this field, reports were sought 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 benefits 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, Eyler, Zieff, & Samuelson, 2014). A 15-city study of Open Streets events in Latin America found that these events, due to an increase in physical activity, prevent an estimated 363 annual premature deaths (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 (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) (Appalachian 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) (Umstattd 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 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 covered topics such as: (1) type of business (i.e., What type of business is this?), (2) special hours or promotions due to the event (i.e., Did your business open especially 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 survey 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 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 Washington University in St. Louis (Washington University in 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 Washington University 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 2025 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, an 18-question intercept survey was distributed by San José State University graduate urban planning 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 José'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, 490 completed surveys were collected. Although the precise number of event participants is not known, based on an estimated attendance of at least 150,000, the sample represents an estimated 0.003% 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 home city and zip code. Out of 490 responses, not all participants provided complete information, as some opted not to answer or were unable to provide this information.

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 zip code centroid location. After geocoding, the results were reviewed to check for accuracy, adjusting unmatched records as needed. The end result of this process was the creation of the map in Figure 4, below.

Of note, to understand the spatial distribution of participant home locations, the "cleanest" data from all responses were extracted and mapped to zip code centroids using graduated symbols. Of particular interest was analyzing how these locations appeared on the maps relative to the Viva CalleSJ route.

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. While conducting the intercept surveys, the team visited different sections of the nearly 10-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 7, 2025, 490 attendees were approached and participated in the intercept survey. The event itself attracted an estimated 150,000 attendees, meaning that our survey captured feedback from approximately 0.003% 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. (Note: not all respondents answered each demographic question.) Key demographic insights include:

- **Gender:** 44.3% of respondents identified as Male (n=215), 52.0% as Female (n=255), and 1.0% as non-binary/other (n=5). 3.0% of respondents did not respond to this question (n=15).
- **Age Distribution:** The majority of respondents were between the ages of 35 and 44, comprising 31.4% of the sample (n=154), followed by ages of 45 and 54 at 22.7% (n=111), and 25 and 34 years of age at 18.8% (n=92). 15.3% of respondents indicated that they were between 55 and 64 years of age (n=75) and 6.3% of respondents said they were 65 years of age or older (n=31). 3.7% of respondents said they were between 18 and 24 years of age (n=18). (Note: individuals who appeared to be under the age of 18 were not approached as part of the survey.)
- **Race/Ethnicity:** Respondents represented a variety of racial and ethnic backgrounds, with 35.9% identifying as White (n=178), 28.6% as Hispanic/Latin American (n=140), 19.4% as Asian or Asian American (n=95), and 7.6% as Mixed Race (i.e., two or more races) (n=37). A little over one percent (1.2%) of respondents identified as Black or African American (n=6) and 0.8% identified as Hawaiian or Other Pacific Islander (n=4) and 0.8% identified as American Indian or Alaskan Native (n=5). 0.8% of respondents identified as Other (n=4) and 4.7% of respondents Preferred Not to Say (n=23).

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

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

Demographic Category	Viva CalleSJ Sample (n=490)	City of San José 2023 American Community Survey (n=969,615 est.)
Gender		
Male	44.3% (n=215)	50.7%
Female	52.0% (n=255)	49.3%
Non-Binary / Other	1% (n=5)	-
Did Not Respond / Prefer Not to Say	2.6% (n=13)	-
Age		
18-24	3.7% (n=18)	9.4%
25-34	18.8% (n=92)	15.5%
35-44	31.4% (n=154)	14.7%
45-54	22.7% (n=111)	13.4%
55-64	15.3% (n=75)	11.6%
65+	6.3% (n=31)	15.0%
Did Not Respond / Prefer Not to Say	1.8% (n=9)	-
Race/Ethnicity		
American Indian and Alaska Native	1.0% (n=5)	1.5%
Asian or Asian American	20.2% (n=99)	40.0%
Black or African American	1.2% (n=6)	2.8%
Hispanic / Latin American	28.6% (n=140)	31.5%
Native Hawaiian and Other Pacific Islander	0.8% (n=4)	>1%
White	35.9% (n=176)	23.9%
Mixed Race (Two or More Races)	7.6% (n=37)	15.3%
Other	0.8% (n=4)	15.8%
Did Not Respond / Prefer Not to Say	4.7% (n=23)	-

Compared to the general population of the City of San José, the sample overrepresented respondents aged 25 to 64 and underrepresented respondents ages 65+ and 18 to 24. 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 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 do not 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 do not. 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, with 488 respondents selecting multiple response options. A significant number, 30.7% [n=150/488] came after attending previous events, indicating strong repeat participation. Word-of-mouth promotion accounted for the largest portion of responses, 38.8%, n=187/488]. Social media emerged as a prominent

source of information, with many participants learning about the event through platforms like Instagram (25.4%, n=124/488), Facebook (19.5%, n=95/488), Reddit (0.8%, n=4/488), X (formerly known as Twitter) (0.8%, n=4/488), and other forms of social media (3.3%, n=16/488). Physical flyers and posters placed around town also played a crucial role in raising awareness, drawing attention from both local residents and visitors (12.3%, n=60/488). Additionally, some attendees cited other methods, such as local newspaper coverage (4.7%, n=23/488) as key to finding out about the event. The diverse mix of information sources highlights the event's success in deploying an omni-channel outreach approach.

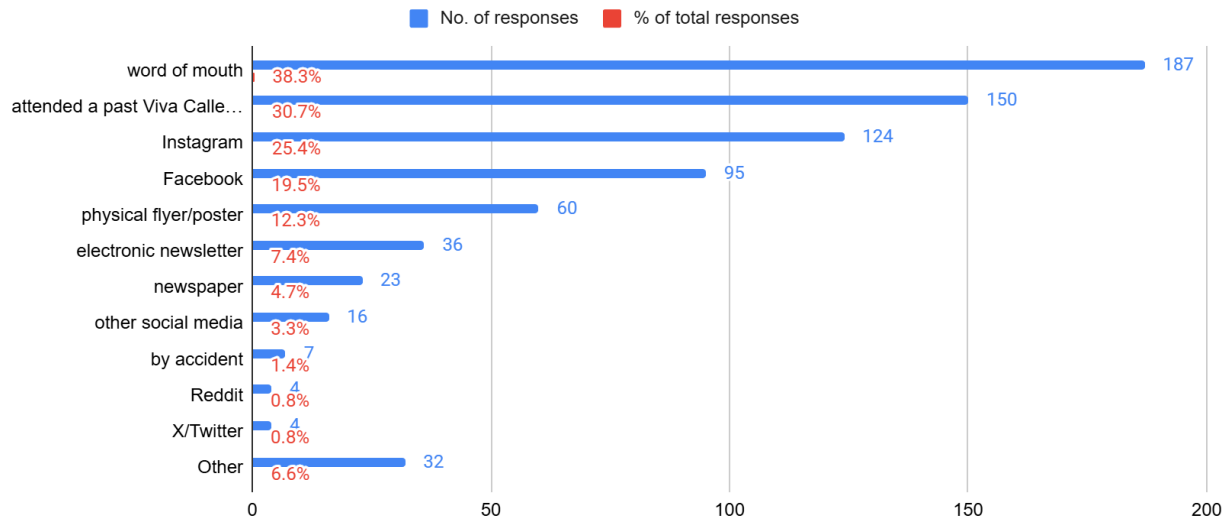


Figure 2. How respondents learned about Viva CalleSJ

HOW PARTICIPANTS LEARNED ABOUT VIVA CALLESJ (2024 VS. 2025)

Word-of-mouth and repeat attendance grew the most, while social media channels like Instagram and Facebook became even more important for outreach. Traditional flyers and posters also increased their reach.

How Participants Learned About Viva Calle	2024	2025	Key Change
Previous attendance	20.3% (n=121/596)	30.7% (n=150/488)	↑ Stronger repeat participation
Word of mouth	27.3% (n=163/596)	38.8% (n=187/488)	↑ Biggest growth in influence
Instagram	16.8% (n=100/596)	25.4% (n=124/488)	↑ Social media more prominent
Facebook	9.7% (n=58/596)	19.5% (n=95/488)	↑ Significant increase
Reddit	1.7% (n=10/596)	0.8% (n=4/488)	↓ Slight decrease
X (Twitter)	>1% (n=1/596)	0.8% (n=4/488)	Stable/low impact
Flyers & posters	6.9% (n=41/596)	12.3% (n=60/488)	↑ Physical outreach more effective
Local news	1.1% (n=7/596)	4.7% (n=23/488)	↑ Modest growth
Other (employer, street closures, etc.)	11.2% (n=67/596)	Not separately reported	N/A

HOW MANY VIVA CALLESJ EVENTS PARTICIPANTS HAVE ATTENDED BEFORE

Approximately 20% of respondents (19.8%, n=97/489) reported that this was their first time attending Viva CalleSJ. Nearly half of respondents (47.8%, n=234/489) 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. More than half of respondents started attending Viva CalleSJ since the Covid-19 pandemic (59.6%, n=256/489). Twenty-nine percent of respondents indicated that they first started attending Viva CalleSJ before 2020 (n=141/489). This high level of repeat participation suggests that the event is highly popular among participants.

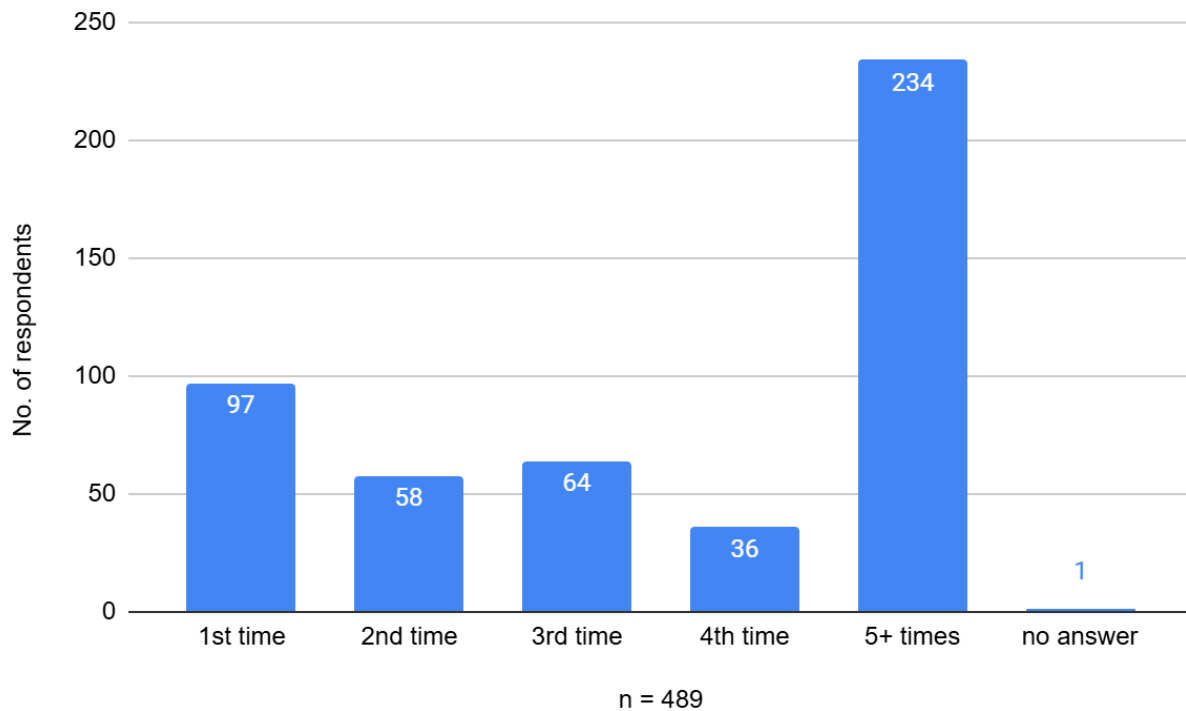


Figure 3. How many Viva CalleSJ events have you attended?

ORIGINATION AND MODAL ACCESS

The survey data shows that the vast majority of respondents, 80.9% (n=376), reside in San José, reflecting Viva CalleSJ's strong local impact. Five prominent ZIP codes—95112, 95126, 95125, 95128, and 95110—represent the largest number of participant home locations, and most of these ZIP codes are within 1.5 miles of the event route. Additionally, 18.9% of respondents (n=88) live within the broader nine-county San Francisco Bay Area, while only one other (0.2%) came from a city beyond the Bay Area. Twenty-five respondents did not provide home address information (Figure 3).

Note: see Appendices E through J to view similar participant maps from six prior Viva CalleSJ events during 2023, 2024, and 2025.

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.

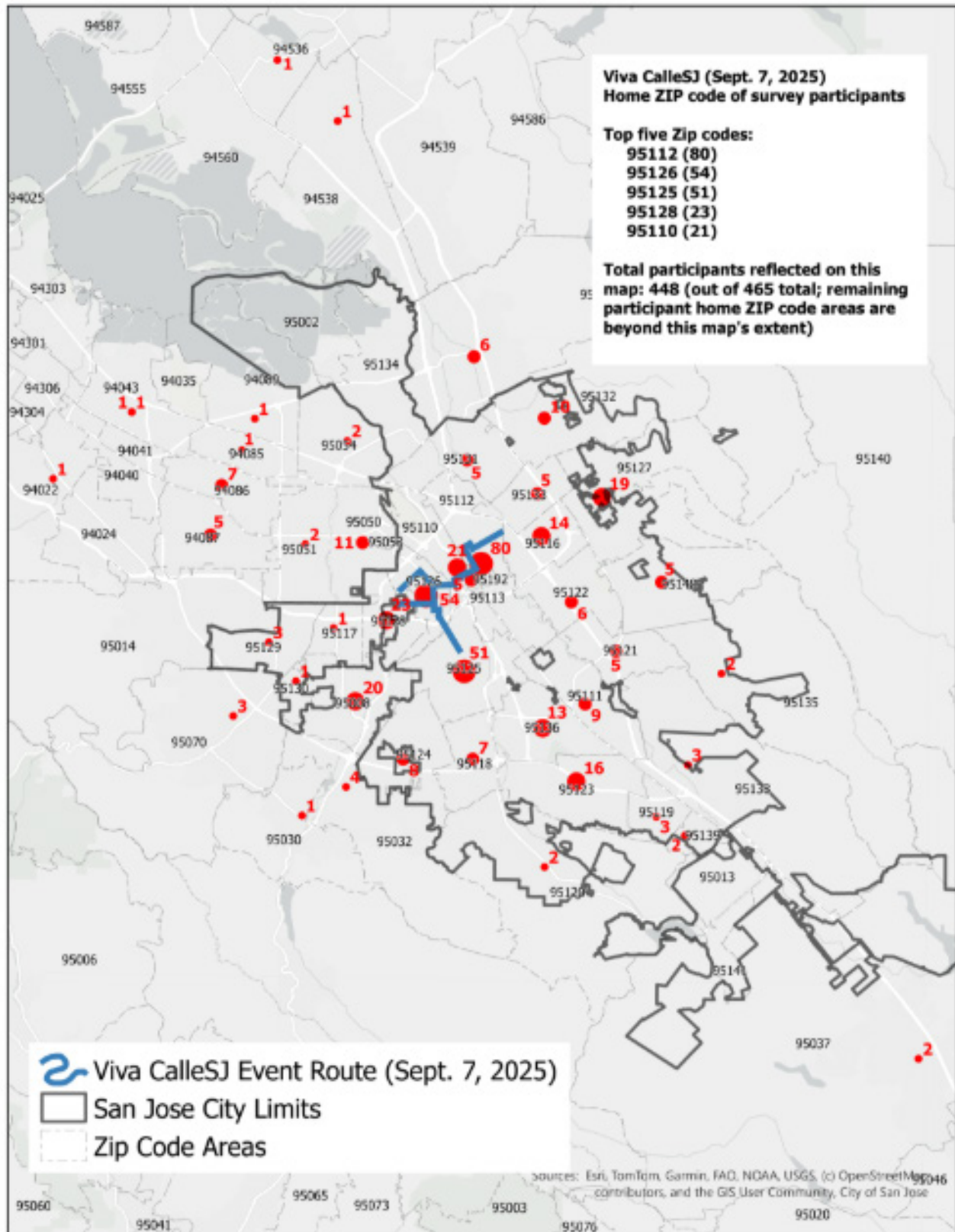


Figure 4. Map of Home Zip Code for San José Participants

From 465 replies to the question of home location, we saw the overwhelming majority of respondents live in San José.

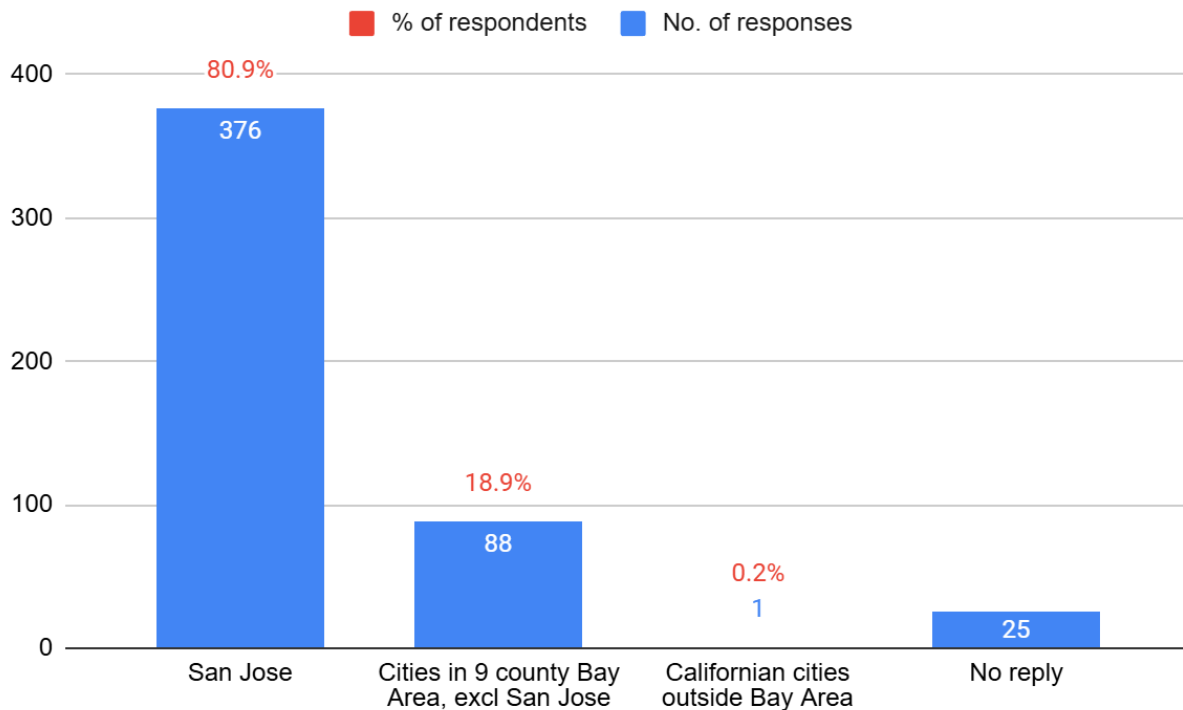


Figure 5. Where respondents lived

MODAL ACCESS

Survey respondents reported various modes of transportation used to access Viva CalleSJ (Figure 5). A significant portion of attendees arrived by bicycle (58.5%, $n=286/489$), taking advantage of the open streets and bike-friendly atmosphere. Others walked to the event (12.5%, $n=61/489$), particularly those living nearby, emphasizing the community-centered nature of the event. Some attendees arrived by car (30.16%, $n=147/489$), highlighting the need for parking considerations and policies that encourage other modes of transportation for future events. A smaller segment used public transit (4.7%, $n=23/489$) to reach the event. A small segment of respondents also indicated using other modes such as scooter sharing, roller skating, skateboards, vanpools, transportation network companies (TNCs), and wheelchairs to access the event (7.2%, $n=35/489$), demonstrating a mix of travel behaviors and transportation modes among participants. Note: the total number of responses exceeds the sample size due to the ability of respondents to select multiple modes of transportation to and from Viva CalleSJ.

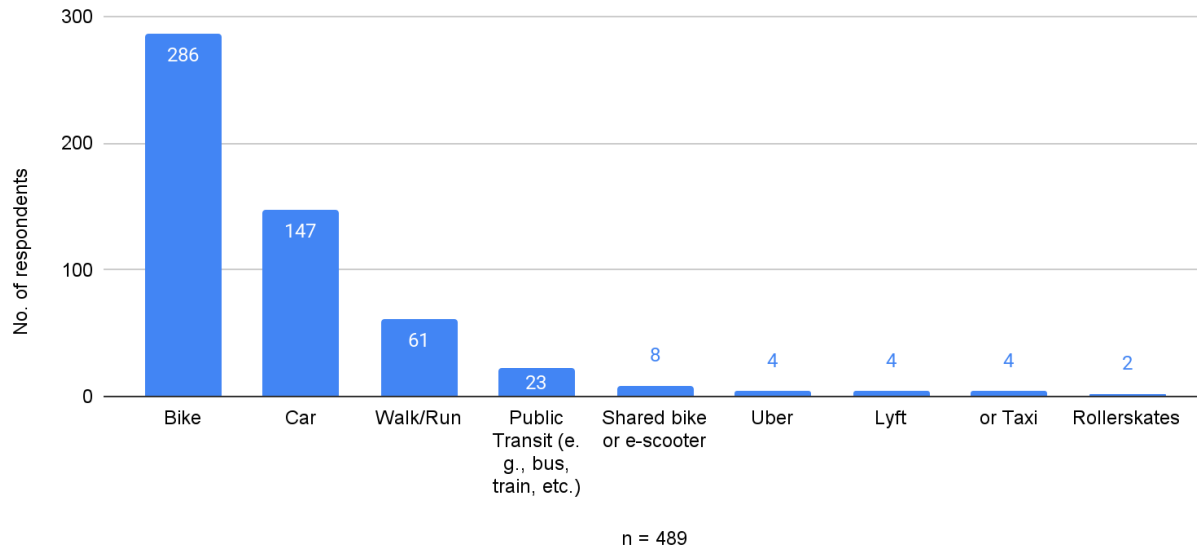


Figure 6. How respondents got to Viva CalleSJ

How Participants Traveled to Viva CalleSJ (2024 vs. 2025)

Bicycling and walking increased compared to 2024, while car travel remained stable. The most notable change was the rise in “other modes,” signaling broader use of micromobility and shared mobility options.

Mode of Travel	2024	2025	Change
Bicycle	50.2% (n=299/596)	58.5% (n=286/489)	↑ Increased bicycling
Walking	11.0% (n=66/596)	12.5% (n=61/489)	↑ Slight increase
Car	30.2% (n=180/596)	30.16% (n=147/489)	→ Stable
Public Transit	4.0% (n=24/596)	4.7% (n=23/489)	↑ Slight increase
Other Modes (scooters, skateboards, TNCs, wheelchairs, etc.)	2.9% (n=17/596)	7.2% (n=35/489)	↑ Significant growth

Once at the event, participants got around mainly by biking (76.3%, n=374/490), followed by walking/running (22.9%, n=112/490), enjoying the car-free environment that allowed for safer and more relaxed movement. Other common ways of getting around the event included using scooters (2.4%, n=12/490) and skateboards (1.7%, n=9/490). Two respondents (>1%) also reported using a wheelchair at the event. (Note: the total number of responses exceeds the sample size due to the ability of respondents to select multiple modes while participating in Viva CalleSJ [e.g., a person who both walked and biked during 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.

DURATION OF ATTENDANCE, ACTIVITIES, AND PARTICIPATION

Respondents were asked to indicate how long they planned to spend at Viva CalleSJ (Figure 6). The majority of respondents (30.2%, n=148) indicated that they planned to spend two to three hours at the event. Twenty percent of respondents (n=98) said they planned to spend one to two hours at the event. Over one quarter of respondents said they would spend three to four hours (25.9%, n=127). Twenty-two percent said they would spend more than four hours (21.6%, n=106) at Viva CalleSJ. Only 2% of respondents (n=11) said they would spend under an hour at the event.

Respondents were asked to indicate how long they were physically active during Viva CalleSJ 2025, as shown in Figure 7. In total there were 487 respondents. The largest share of respondents (28.4%, n=139/487) reported being active for two to three hours at the event. Nearly as many (27.0%, n=132/487) said they were active for one to two hours. About one-fifth of respondents (21.9%, n=107/487) indicated they were active for three to four hours. A smaller portion (12.9%, n=63/487) said they were active for more than four hours. Few participants reported shorter durations, with 7.4% (n=36) active for 30 minutes to one hour and 2.0% (n=10/487) active for less than 30 minutes. Only three respondents did not provide an answer.

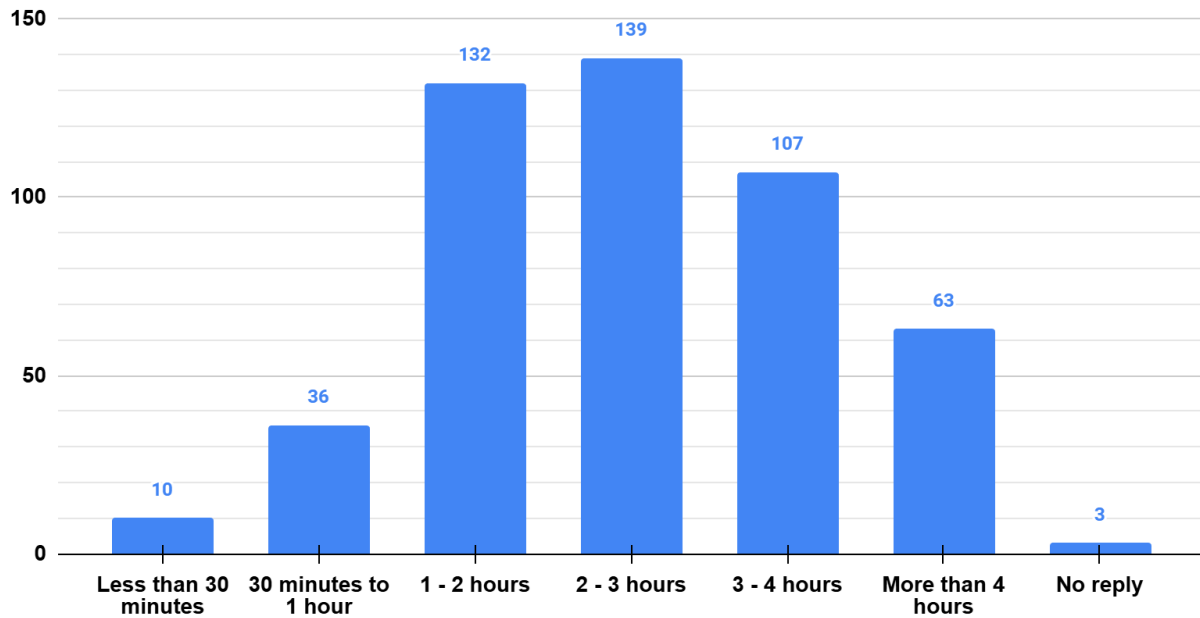


Figure 7. How long respondents estimated they were physically active at Viva CalleSJ

Participants were also asked to indicate what activities they planned on participating in while at Viva CalleSJ. As shown in figure 8, the most common activities participants undertook at Viva CalleSJ were visiting community resources (69.4%, $n=336/484$), watching live entertainment (61.2%, $n=296/484$), purchasing food from food trucks and other vendors (57.4%, $n=278/484$), and visiting local businesses along the route (54.3%, $n=263/484$). A much smaller number of respondents participated in organized activities along the route, such as art activities, yoga, rock climbing wall, etc. (16.1%, $n=78/484$). Seventeen percent of respondents (17.4%, $n=84/484$) 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 1) additional entertainment and activities (e.g., music, art, dancing, entertainment, kids activities, sports/fitness, school activities, etc.); 2) additional vendors (e.g., food and beverage); 3) more mobility and recreational activities (e.g., opportunities to bike and run, obstacle courses, yoga, etc.); and 4) more event support services such as water stations and restrooms.

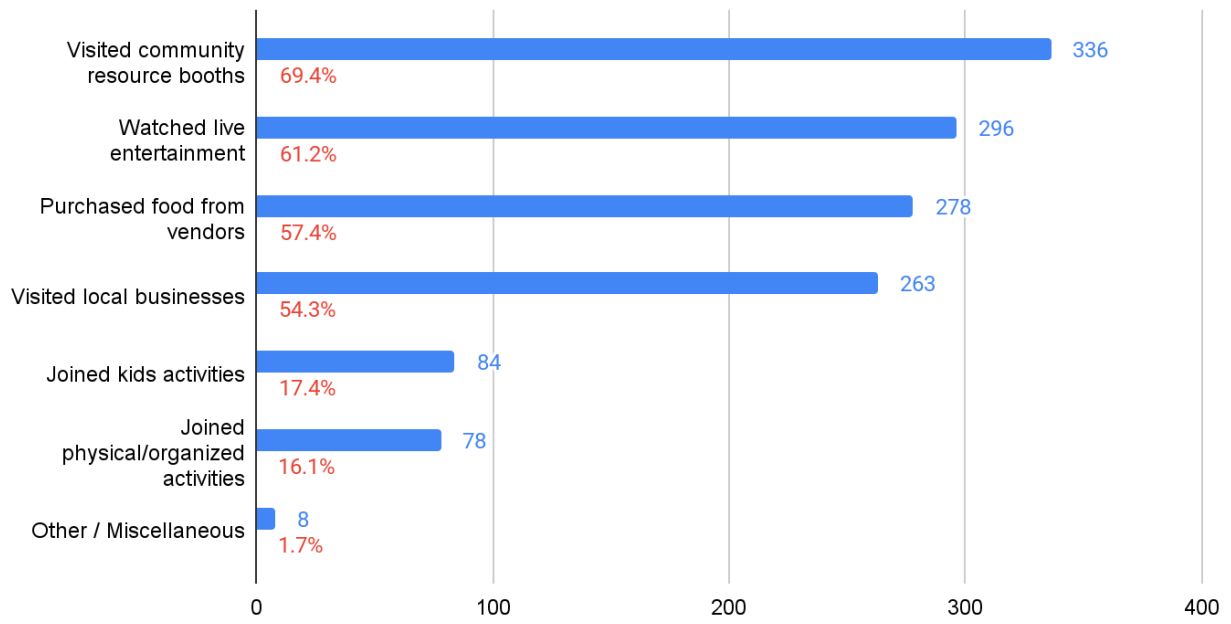


Figure 8. What activities respondents participated in during Viva CalleSJ

Time Spent at Viva CalleSJ and Activities Participants Engaged In

Across both survey years, participants reported similar patterns in how long they planned to spend at Viva CalleSJ, with a slight shift toward longer visits in 2025. While two-to-three-hour stays were most common in both years, the share of attendees planning to stay three to four hours, or more than four hours, increased in 2025, suggesting deeper engagement along the route. Activity participation also remained largely consistent across both years. Visiting community resources continued to be the most common activity, followed by watching live entertainment, purchasing food from vendors, and visiting local businesses. Participation in organized activities and children's activities remained steady. Across both years, respondents expressed interest in expanding programming, amenities, and activity offerings—highlighting ongoing opportunities to enhance the event experience and support longer visits.

2024 vs. 2025

Time Planned at Event	2024	2025	Key Change
Under 1 hour	<4% (n=20/596)	2.2% (n=11/490)	↓ Slight decrease
1–2 hours	19.6% (n=117/596)	20.0% (n=98/490)	→ Stable
2–3 hours	36.4% (n=217/596)	30.2% (n=148/490)	↓ Fewer mid-length visits
3–4 hours	22.2% (n=132/596)	25.9% (n=127/490)	↑ More longer visits
More than 4 hours	18.2% (n=109/596)	21.6% (n=106/490)	↑ Notable increase

Activities Participants Engaged In	2024	2025	Change
Visiting community resources	68.8% (n=410/596)	69.4% (n=336/484)	→ Stable, remains top activity
Purchasing food / vendors	66.4% (n=396/596)	57.4% (n=278/484)	↓ Moderate decrease
Watching live entertainment	64.4% (n=384/596)	61.2% (n=296/484)	→ Slight decrease
Visiting local businesses	61.7% (n=368/596)	54.3% (n=263/484)	↓ Decrease
Organized activities (yoga, art, rock wall, etc.)	17.6% (n=105/596)	16.1% (n=78/484)	→ Stable
Activities with children	17.0% (n=100/596)	17.4% (n=84/484)	→ Essentially unchanged

ECONOMIC IMPACTS

The survey also asked respondents about their planned spending activity while at Viva CalleSJ. From the 399 replies to this question, 44.1% (n=176/399) planned to spend between \$20 and \$50. Additionally, 27.6% (n=110/399) planned to spend between \$51 and \$100. Just under four percent (n=15/399) planned to spend more than \$100 at the event. Less than six percent (5.5%, n=22/399) of respondents indicated that they had not,

and did not, plan to spend money at the event. An average (mean) planned spending by survey respondents was calculated to be \$53.67. 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.

To fully analyze the economic impact of the September 7, 2025 Viva CalleSJ Event, the average amount of money spent per survey respondent was extrapolated to estimate total event spending. This analysis produced an economic impact of approximately \$4.5 million dollars, benefiting the City of San José's local economy. The survey instrument used at the Event did not capture responses from all attendees and did not include additional economic questions, such as whether reported spending reflected an individual, a couple, or a family group. Because the survey question did not distinguish between these groups, it is not possible to verify the total expenditures per attendee. Accordingly, the above figure of \$4.5 million is a rounded down average of the highest, middle and lowest calculated spending scenarios. Each spending scenario, including the highest, middle, and lowest calculated amounts are explained in further detail within Appendix K.

According to Figure 9 below, 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.

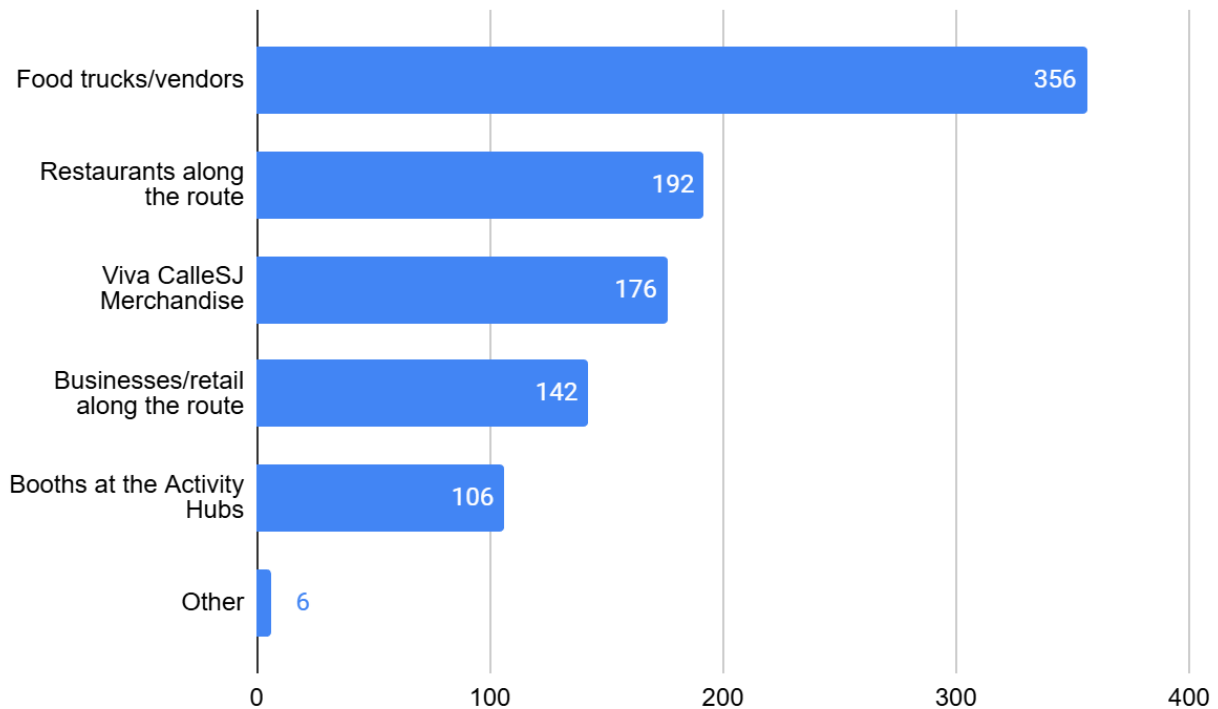


Figure 9. How much money respondents estimated they spent at Viva CalleSJ

The average planned spending at Viva CalleSJ remained consistent across both years, with respondents reporting \$54.23 in 2024 and \$53.67 in 2025. In both years, participants at Viva CalleSJ overwhelmingly reported spending money on food trucks and vendors, indicating that food options were a major draw for attendees.

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 (81.8%, $n=392/479$) reported that the event created opportunities for family activities. Additionally, 75.6% ($n=362/479$) said the event created a positive image for the City of San José, while 74.5% ($n=357/479$) noted that Viva CalleSJ brings community members together. Sixty-five percent stated that Viva CalleSJ gives the community something to look forward to and increases pride in the community and neighborhoods along the route. Over forty percent said Viva CalleSJ attracts external revenue for San José businesses and creates investment in the local community. Over a third of respondents (33.2%, $n=159/479$) said Viva CalleSJ brings new visitors to the city.

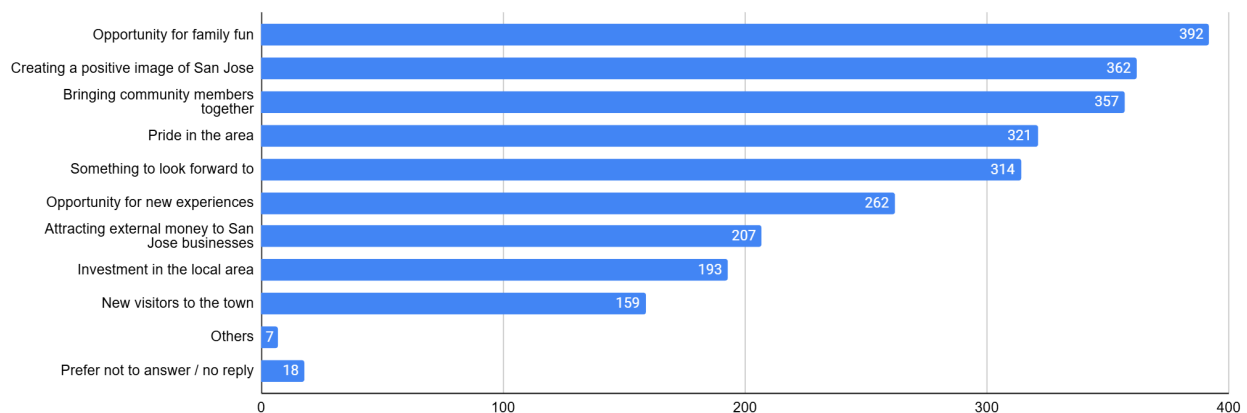


Figure 10. Positive impacts identified by participants

In addition to the positive economic impacts of Viva CalleSJ, 80.3% of respondents (n=388/483) said Viva CalleSJ enables them to discover new local businesses and community resources. Seventy-four percent (n=358) said Viva CalleSJ enables them to feel more connected with the community, 68.9% (n=333) said Viva Calle allows them to discover new streets, neighborhoods, and public spaces. Fifty-nine percent (n=288) also said that Viva CalleSJ allows them to reconnect with friends, neighbors, and acquaintances. Others reported that Viva CalleSJ allows them to learn about community issues and initiatives (45.1%, n=218), get more involved in community activities such as volunteer opportunities (27.7%, n=134), and meet neighbors they did not know before (27.3%, n=132).

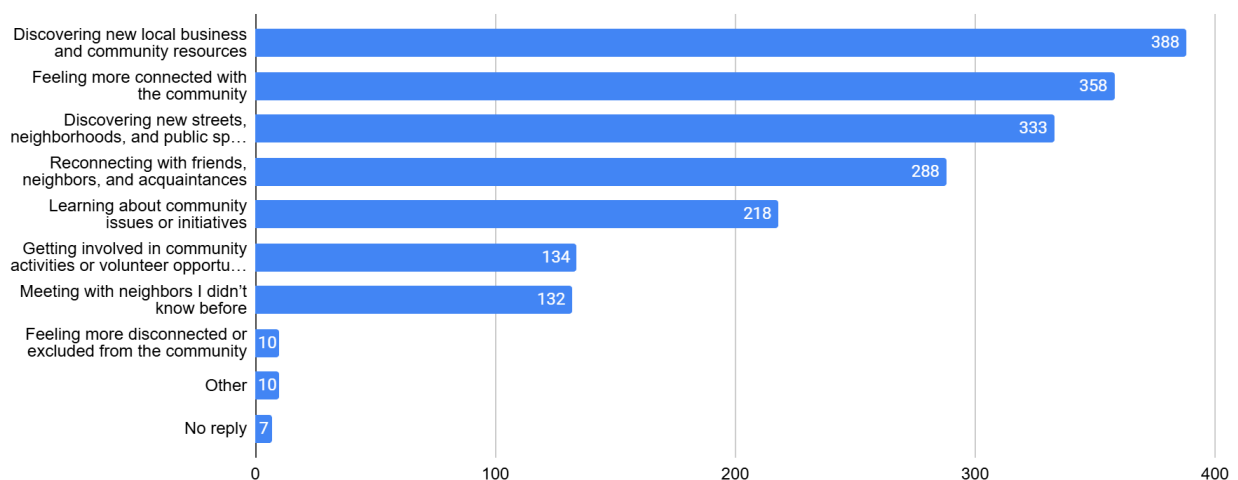


Figure 11. Positive impacts of Viva CalleSJ

Across both years, survey results show that Viva CalleSJ continues to generate strong positive community impacts, though the specific areas of emphasis shifted. In 2024, the most common benefits centered on discovering new local businesses and resources, feeling more connected to the community, and exploring new neighborhoods. In 2025, respondents highlighted family-friendly opportunities, a stronger positive image for the City of San José, and community pride as key outcomes. While 2024 responses focused more on personal discovery and social connections, 2025 responses emphasized citywide identity, family engagement, and the event's broader economic and community value.

Negative impacts reported were relatively low, with the main concerns improving traffic management (12.9%, n=58/451), crowd management (11.1%, n=50/451), and parking management (7.8%, n=35/451). Other issues included improving the feeling of safety for participants (5.3%, n=24) and reducing litter (2.4%, n=11). Additionally, 29.9.0% (n=135/451) want to extend Viva CalleSJ to an even larger area. 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 support local businesses and economic development, create connections in the community, and enhance the city's image, with minor concerns that may provide constructive feedback for the event's continued success.

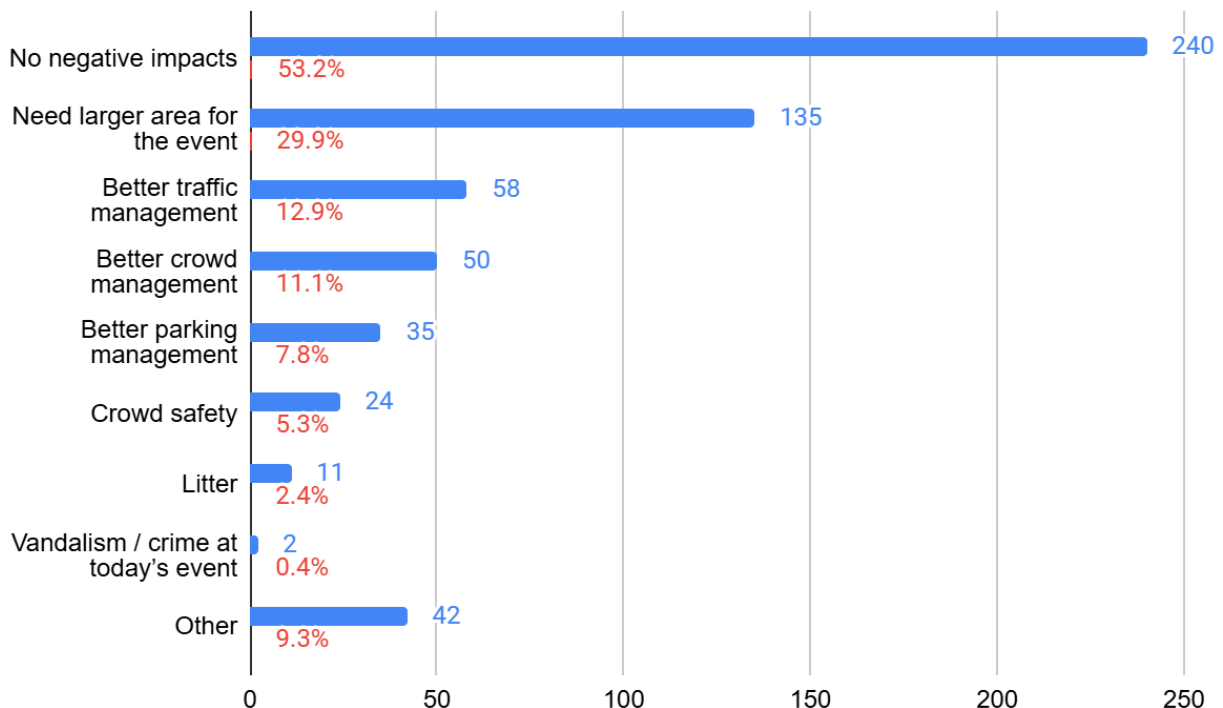


Figure 12. Negative impacts identified by respondents at Viva CalleSJ

VI. KEY FINDINGS AND CONCLUSION

Viva CalleSJ 2025 was largely successful in achieving its goals of fostering community engagement, promoting active transportation, and supporting local businesses. The event attracted an estimated 150,000 participants, who appreciated the car-free environment, opportunities for physical activity, and diverse activities along the nearly 10-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 490 participants reflected diverse attendance, spanning different age groups, genders, and racial/ethnic backgrounds. However, some demographic gaps were noted, with respondents more likely to identify as White. Asian and residents older than 64 were underrepresented compared to the broader San José population, indicating a potential need for more inclusive outreach efforts.
- **Modes of Event Access and On-Site Mobility:** Attendees used a wide range of transportation modes to reach Viva CalleSJ, with over half bicycling (51.8%), many walking (11.1%), and others using cars (26.6%) and public transit (4.2%). Once at Viva CalleSJ, most participants traveled through the event by bicycle (68.6%), with others walking or running, and smaller groups using scooters, skateboards, skates, or wheelchairs.
- **Repeat Participation and Event Awareness:** Participants learned about Viva CalleSJ through a mix of channels, with word of mouth and social media serving as the primary sources. Nearly one-third attended because they had joined previous events, demonstrating strong repeat engagement. Traditional outreach, including flyers and local media, also played a meaningful role. Overall, the event's multi-channel approach effectively reached both new and returning participants.
- **Duration of Attendance and Activity Participation:** Most participants planned to spend several hours at Viva CalleSJ, engaging in popular activities like visiting community resources (69.4%) and enjoying live entertainment (61.2%). Respondents suggested adding more entertainment, vendors, mobility/recreation activities, and support services—such as water stations and restrooms—to further enhance future Viva CalleSJ events.
- **Economic Impact:** The event had a positive economic effect, with 78.5% of participants planning to spend money during the event, averaging \$53.67 each. This strong engagement with vendors and local businesses demonstrated Viva CalleSJ's role in supporting the local economy.

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

- **Broaden Outreach Efforts:** Viva CalleSJ continues to show strong overall diversity among participants; however, Asian residents and adults 65+ remain underrepresented relative to San José's population. Targeted outreach—especially through culturally specific media, neighborhood associations, senior centers, and community-based partners—could help close these gaps.
- **Enhance Access and Mobility Options:** Bicycling and walking both increased in 2025, yet nearly one-third of attendees still arrived by car. Expanding incentives for alternative modes—such as free or discounted transit, first/last-mile micromobility options, and additional secure bike parking—could reduce traffic to- and from- the event as well as parking demand at activity hubs.
- **Address Minor Negative Impacts:** While reports of negative impacts remained low, respondents most frequently cited traffic management, crowding, and parking challenges. Enhancing wayfinding and crowd management could help address these concerns.

The Viva CalleSJ event held on September 7, 2025, was a highly successful initiative that brought the San José 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 José residents.

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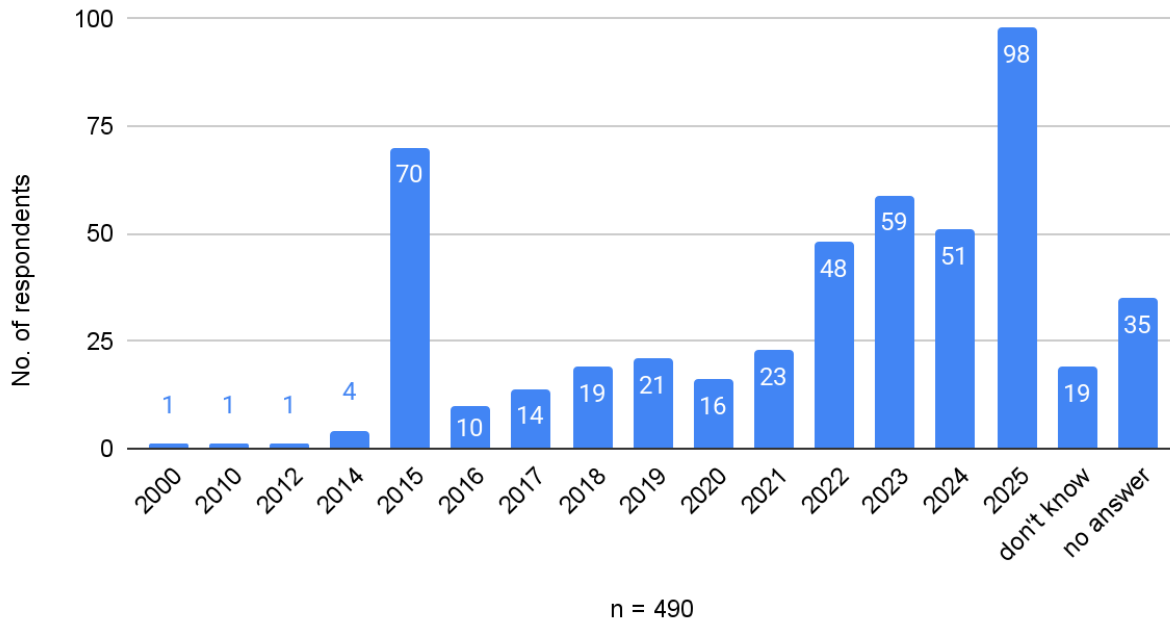
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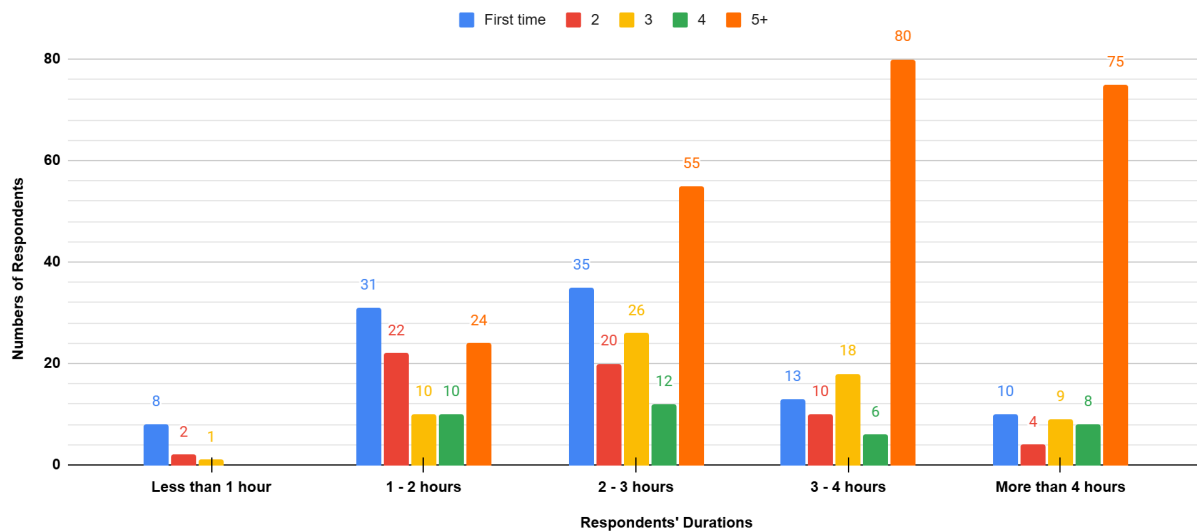
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**APPENDIX A:
ADDITIONAL CHARTS FROM SEPTEMBER 2025
PARTICIPANT SURVEY**

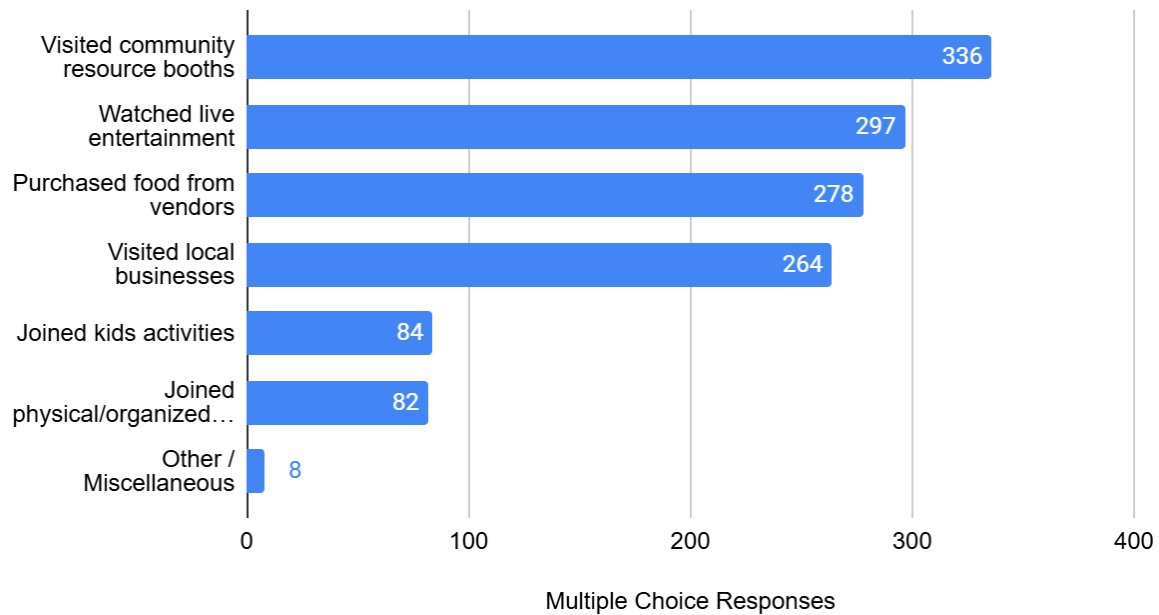
What year did you first start attending Viva CalleSJ?



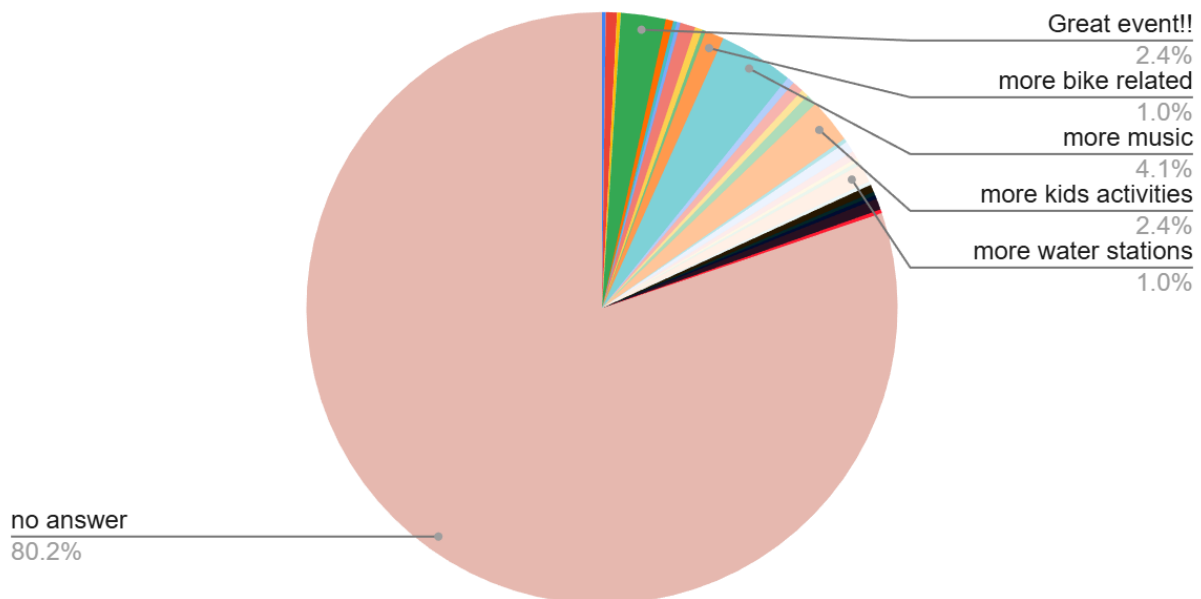
Repeat Participation vs. Duration of Attendance



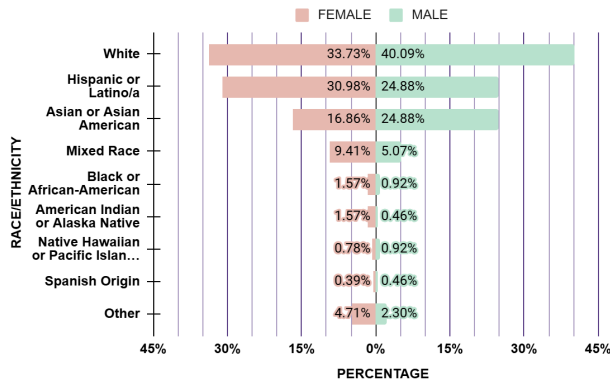
What activities will you participate in today?



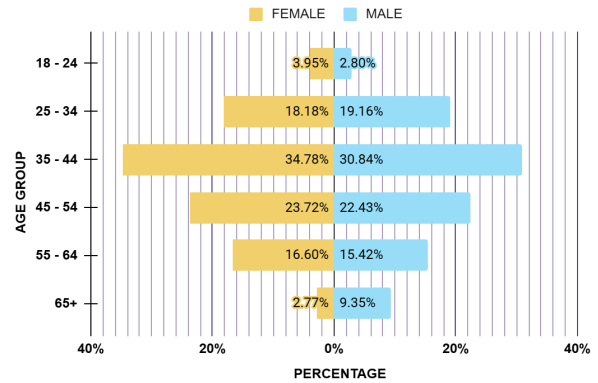
Are there any additional activities you would like to see offered at Viva CalleSJ?



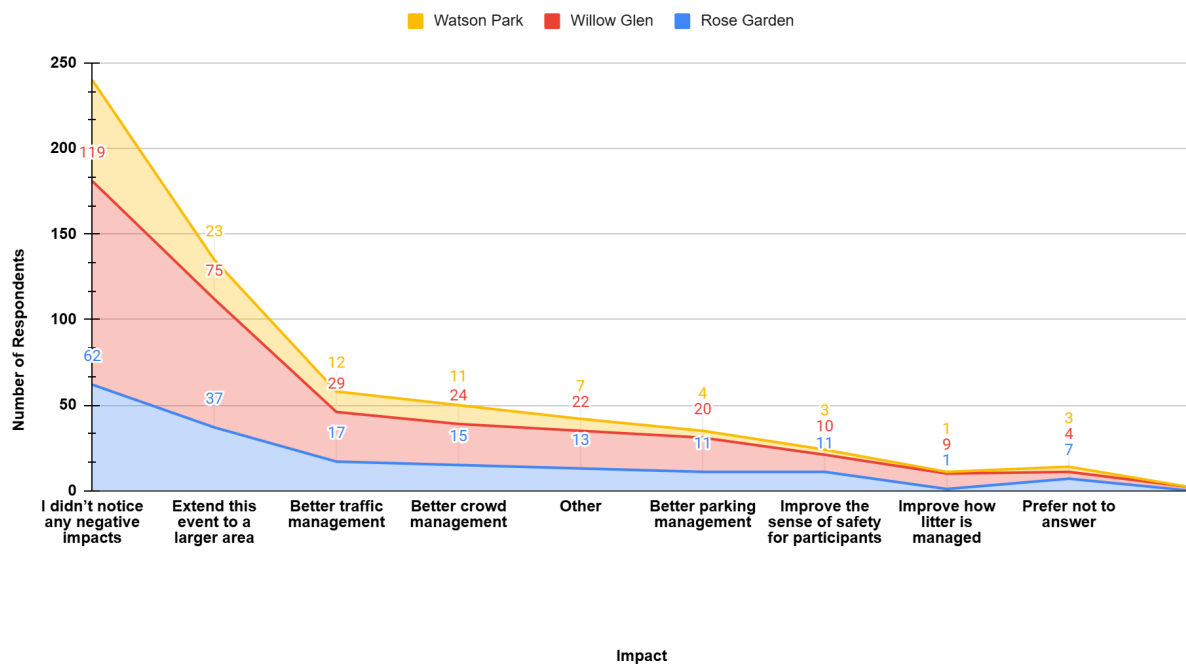
Participants' Race/Ethnicity in Two Major Genders



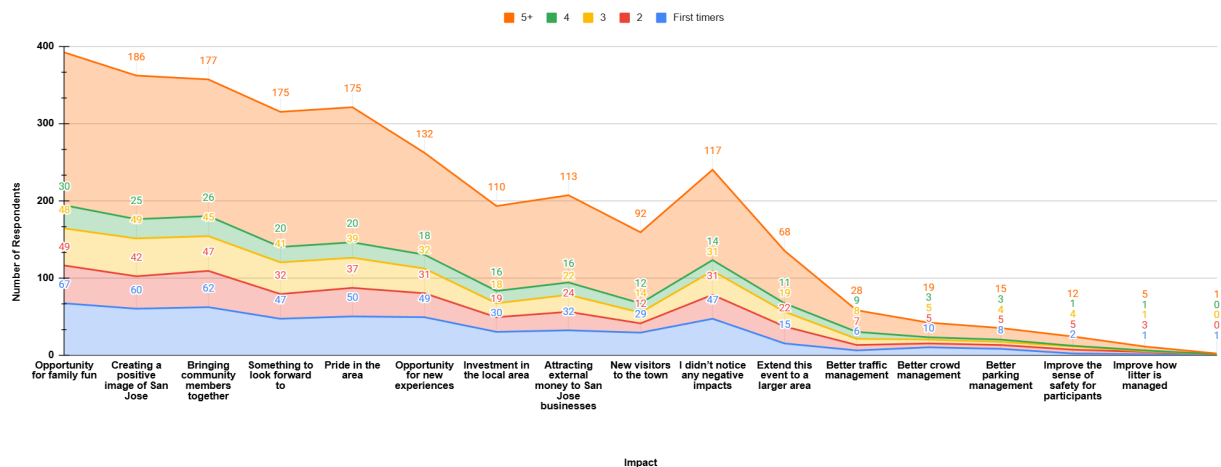
Participants' Age Group in Two Major Genders



What do you think could be improved for future Viva CalleSJ events?



First timers, 2, 3, 4 and 5+



**APPENDIX B:
SEPTEMBER 2025 VIVA CALLESJ PARTICIPANT SURVEY
INSTRUMENT (ENGLISH VERSION)**

Viva CalleSJ 2025 Participant Survey Questions

1. What year did you first start attending Viva CalleSJ?

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? (select all that apply)

- 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 today? (select all that apply)

- 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 today? (select all that apply) 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 offered at Viva CalleSJ?

9. How long do you think you'll be physically active at today's event? (e.g., riding, walking, scootering, etc.)

- 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 situations 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?

12. What are you spending money on at Viva CalleSJ today? (select all that apply)

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

13. Which city and zip code do you live in?

14. What is your age group?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Prefer not to answer

15. What is your gender?

- Female
- Male
- Non-binary
- Prefer not to answer
- Other:

16. What is your race/ethnicity?

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Hispanic or Latino/a
- Spanish origin
- Native Hawaiian or Pacific Islander
- Mixed Race
- White
- Prefer not to answer
- Other:

17. Did you notice any of the following positive impacts as a result of today's Viva CalleSJ? (select all that apply)

- Attracting external money to San Jose businesses
- New visitors to the town
- Opportunity for family fun
- Creating a positive image of San Jose
- Bringing community members together
- Pride in the area
- Opportunity for new experiences
- Something to look forward to
- Investment in the local area
- Prefer not to answer
- Other:

18. What do you think could be improved for future Viva CalleSJ events? (select all that apply)

- Better crowd management
- Better traffic management
- Better parking management
- Extend this event to a larger area
- Improve the sense of safety for participants
- Improve how litter is managed
- I noticed evidence of vandalism or other crime at today's event at (approximate location)
- I didn't notice any negative impacts
- Prefer not to answer
- Other:

**APPENDIX C:
SEPTEMBER 2025 VIVA CALLESJ PARTICIPANT SURVEY
INSTRUMENT (SPANISH VERSION)**

Encuesta para Participantes Viva CalleSJ 2025

1. ¿En qué año comenzó a asistir a Viva CalleSJ?

2. ¿A cuántos eventos de Viva CalleSJ ha asistido?

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

3. ¿Cuánto tiempo cree que permanecerá 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? (seleccione todas las que correspondan)

- Facebook
- Instagram
- Twitter/X
- Otra red social: _____
- Volante/cartel físico
- Boletín electrónico (correo electrónico de la Ciudad de San José, boletín del Concejal, etc.)
- Periódico (ej. San Jose Mercury News, periódico local, etc.)
- Radio
- De boca en boca (ej. amigo, familia, compañero de trabajo, etc.)
- Asistí a un evento pasado de Viva CalleSJ
- Other:

5. ¿Cómo llegó a Viva CalleSJ hoy? (seleccione todas las que correspondan)

- Bicicleta
- Auto
- Caminando/corriendo
- Transporte público (ej. autobús, tren, etc.)
- Bicicleta o patinete compartido
- Lyft, Uber o taxi
- Silla de ruedas
- Other:

6. ¿Cómo se está desplazando dentro de Viva CalleSJ hoy? (seleccione todas las que correspondan)

- Bicicleta
- Caminando/corriendo
- Patineta
- Scooter
- Patines
- Bicicleta o patinete compartido
- Silla de ruedas
- Other:

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

- Participé en actividades físicas o organizadas (ej. arte, yoga, muro de escalar, etc.)
- Visité puestos de recursos comunitarios
- Vi entretenimiento en vivo (ej. música, presentaciones culturales, etc.)
- Compré comida en camiones de comida/vendedores
- Visité negocios locales a lo largo de la ruta
- Participé en actividades para niños
- Other:

8. ¿Hay actividades adicionales que le gustaría ver en Viva CalleSJ?

9. ¿Cuánto tiempo cree que estará físicamente activo en el evento de hoy? (ej. montar en bici, caminar, usar scooter, etc.)

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

10. Al asistir a Viva CalleSJ, ¿cuáles de las siguientes situaciones ha vivido? (seleccione todas las que correspondan)

- Conocer a vecinos que no conocía antes
- Reconectarme con amigos, vecinos y conocidos
- Descubrir nuevos negocios y recursos comunitarios locales
- Descubrir nuevas calles, vecindarios y espacios públicos
- Aprender sobre temas o iniciativas comunitarias
- Involucrarme en actividades comunitarias u oportunidades de voluntariado
- Sentirme más conectado con la comunidad
- Sentirme más desconectado o excluido de la comunidad
- No viví ningún impacto en particular al asistir a Viva CalleSJ
- Other:

11. ¿Cuánto dinero espera gastar en Viva CalleSJ?

12. ¿En qué está gastando dinero en Viva CalleSJ hoy? (seleccione todas las que correspondan)

- 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 Actividad
- Other:

13. ¿En qué ciudad y código postal vive?

14. ¿En qué grupo de edad se encuentra?

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65+
- Prefiero no responder

15. ¿Cuál es su género?

- Mujer
- Hombre
- No binario
- Prefiero no responder
- Other:

16. ¿Cuál es su raza/etnicidad?

- Nativo americano o nativo de Alaska
- Asiático o asiático-americano
- Afroamericano
- Hispano o latino/a
- De origen español
- Nativo hawaiano o isleño del Pacífico
- Multirracial
- Blanco
- Prefiero no responder
- Other:

17. ¿Notó alguno de los siguientes impactos positivos como resultado del evento de hoy en Viva CalleSJ? (seleccione todas las que correspondan)

- Atrajo dinero externo a los negocios de San José
- Nuevos visitantes a la ciudad
- Oportunidad de diversión familiar
- Creó una imagen positiva de San Jose
- Unió a los miembros de la comunidad
- Orgullo en el área
- Oportunidad de nuevas experiencias
- Algo que esperar con entusiasmo
- Inversión en el área local
- Prefiero no responder
- Other:

18. ¿Qué cree que se podría mejorar para futuros eventos de Viva CalleSJ? (seleccione todas las que correspondan)

- Mejor control de multitudes
- Mejor gestión del tráfico
- Mejor gestión del estacionamiento
- Ampliar este evento a un área más grande
- Mejorar la seguridad para los participantes
- Mejorar el control de la basura
- Noté evidencia de vandalismo u otro delito en el evento de hoy (ubicación aproximada)
- No noté impactos negativos
- Prefiero no responder
- Other:

**APPENDIX D:
SEPTEMBER 2025 VIVA CALLESJ PARTICIPANT SURVEY
INSTRUMENT (VIETNAMESE VERSION)**

Câu hỏi khảo sát Người Tham Gia Viva CalleSJ 2025

1. Bạn bắt đầu tham gia Viva CalleSJ vào năm nào?

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

- Lần đầu
- Lần 2
- Lần 3
- Lần 4
- Lần 5+

3. Bạn nghĩ mình sẽ ở lại Viva CalleSJ bao lâu hôm nay?

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

4. Bạn biết đến Viva CalleSJ như thế nào? (chọn tất cả các mục phù hợp)

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

5. Hôm nay bạn đến Viva Calle SJ bằng phương tiện nào? (chọn tất cả các mục phù hợp)

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

6. Hôm nay bạn di chuyển quanh Viva Calle SJ bằng phương tiện nào? (chọn tất cả các mục phù hợp)

- Xe đạp
- Đi bộ/Chạy bộ
- Trượt ván
- Xe scooter
- Trượt patin
- Thuê xe đạp hoặc xe scooter điện
- Xe lăn
- Other:

7. Hôm nay bạn sẽ tham gia những hoạt động nào? (chọn tất cả các mục phù hợp) Tham gia các hoạt động thể chất hoặc hoạt động có tổ chức (ví dụ: nghệ thuật, yoga, leo tường, v.v.)

- Tham quan các gian hàng cộng đồng
- Xem các chương trình giải trí trực tiếp (ví dụ: âm nhạc, biểu diễn văn hóa, v.v.)
- Mua đồ ăn từ xe tải/người bán hàng rong
- Tham quan các doanh nghiệp địa phương dọc tuyến đường
- Tham gia các hoạt động dành cho trẻ em
- Other:

8. Có hoạt động nào khác bạn muốn được tổ chức tại Viva Calle SJ không?

9. **Bạn nghĩ mình sẽ hoạt động thể chất trong bao lâu tại sự kiện hôm nay? (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 gia Viva CalleSJ, bạn đã trải qua những tình huống nào sau đây? (chọn tất cả các mục phù hợp)**

- Gặp gỡ những người hàng xóm mà trước đây tôi chưa quen biết
- Kết nối lại với bạn bè, hàng xóm và người quen
- Khám phá các doanh nghiệp địa phương và nguồn lực cộng đồng mới
- Khám phá những con phố, khu phố và không gian công cộng mới
- Tìm hiểu về các vấn đề hoặc sáng kiến cộng đồng
- Tham gia các hoạt động cộng đồng hoặc cơ hội tình nguyện
- Cảm thấy gắn kết hơn với cộng đồng
- Cảm thấy xa cách hoặc tách biệt hơn với cộng đồng
- Tôi không thấy bất kỳ tác động cụ thể nào khi tham gia Viva CalleSJ
- Other:

11. **Bạn dự kiến sẽ tiêu xài bao nhiêu tiền tại Viva CalleSJ?**

12. **Bạn đang mua đồ của những quầy hàng nào tại Viva CalleSJ? (chọn tất cả các mục phù hợp)**

- Không mua gì
- Xe tải/người bán đồ ăn
- Quầy kinh doanh tại Viva CalleSJ
- Nhà hàng dọc tuyến đường Viva CalleSJ
- Doanh nghiệp/cửa hàng bán lẻ dọc tuyến đường Viva CalleSJ
- Gian hàng tại các Trung tâm sự kiện Viva CalleSJ
- Other:

13. **Bạn sống ở thành phố và mã bưu điện nào?**

14. Nhóm tuổi của bạn?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Không muốn trả lời

15. Giới tính của bạn?

- Nữ
- Nam
- Phi nhị nguyên giới
- Không muốn trả lời
- Other:

16. chủng tộc/dân tộc của bạn?

- Người Mỹ bản địa hoặc người Alaska bản địa
- Người Châu Á hoặc người Mỹ gốc Á
- Người da đen hoặc người Mỹ gốc Phi
- Người gốc Tây Ban Nha hoặc người La-tin
- Người gốc Tây Ban Nha
- Người Hawaii bản địa hoặc người dân đảo Thái Bình Dương
- Người lai
- Người da trắng
- Không muốn trả lời
- Other:

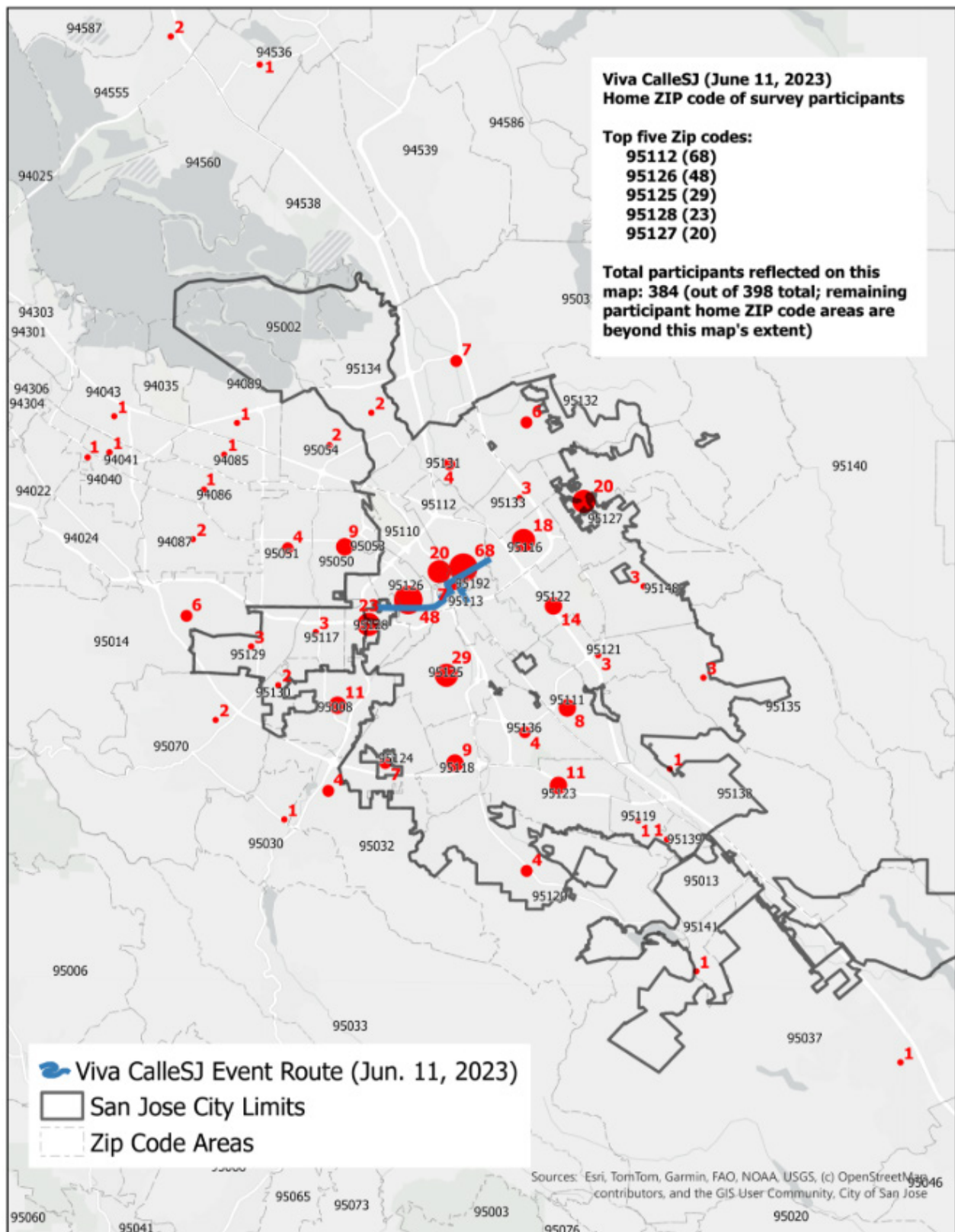
17. Bạn có nhận thấy bất kỳ tác động tích cực nào sau đây từ sự kiện Viva CalleSJ hôm nay không? (chọn tất cả các mục phù hợp)

- Thu hút nguồn vốn bên ngoài cho các doanh nghiệp tại San Jose
- Thêm du khách mới
- Cơ hội vui chơi cùng gia đình
- Tạo hình ảnh tích cực về San Jose
- Kết nối các thành viên cộng đồng
- Niềm tự hào về khu vực
- Cơ hội trải nghiệm mới
- Những hoạt động đáng trông đợi
- Đầu tư vào khu vực địa phương
- Không muốn trả lời
- Other:

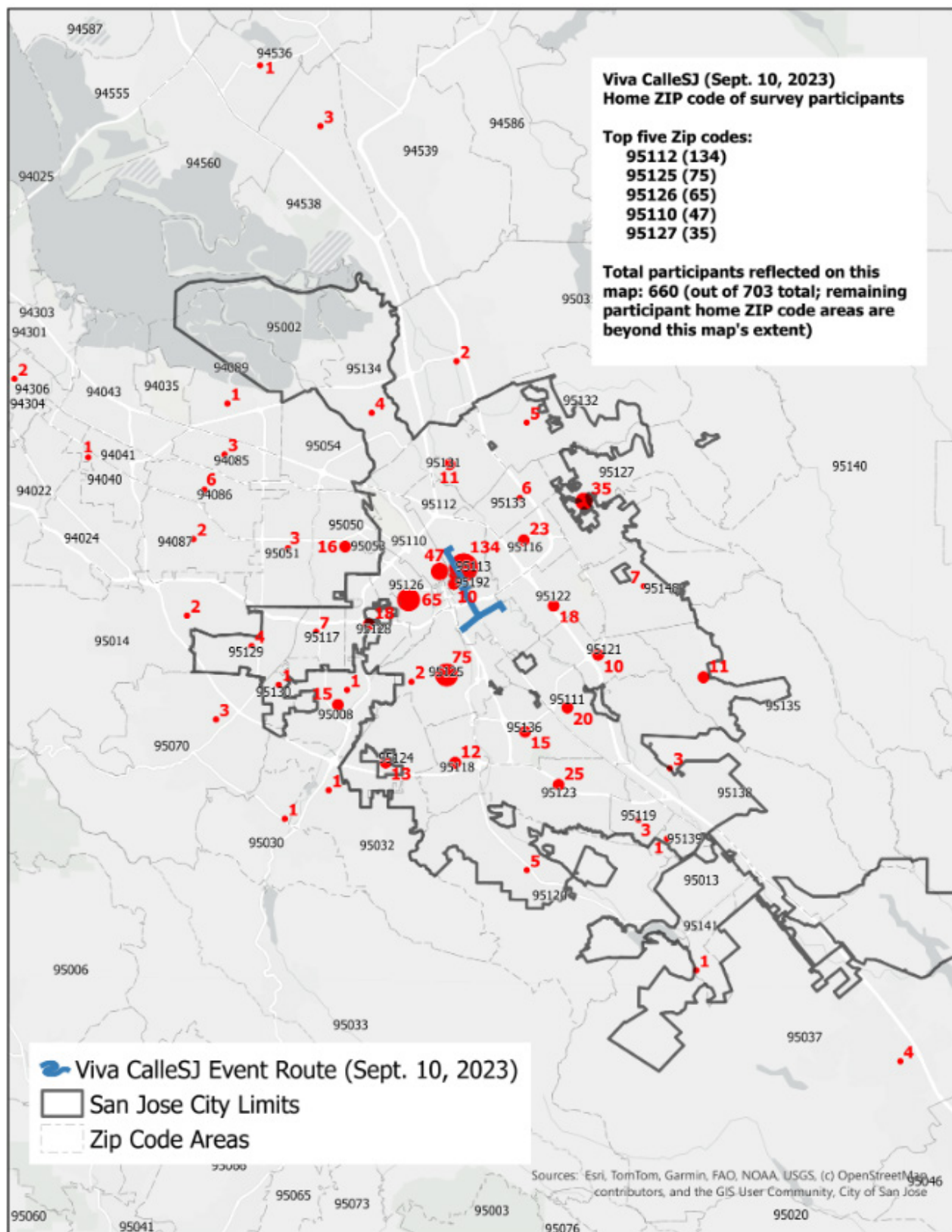
18. Bạn nghĩ điều gì có thể được cải thiện cho các sự kiện Viva CalleSJ trong tương lai? (chọn tất cả các mục phù hợp)

- Quản lý đám đông tốt hơn
- Quản lý giao thông tốt hơn
- Quản lý bãi đậu xe tốt hơn
- Mở rộng sự kiện này ra khu vực rộng hơn
- Cải thiện cảm giác an toàn cho người tham gia
- Cải thiện cách quản lý rác thải
- Tôi nhận thấy bằng chứng về hành vi phá hoại hoặc các tội phạm khác tại sự kiện hôm nay
- Tôi không nhận thấy bất kỳ tác động tiêu cực nào
- Tôi không muốn trả lời
- Other:

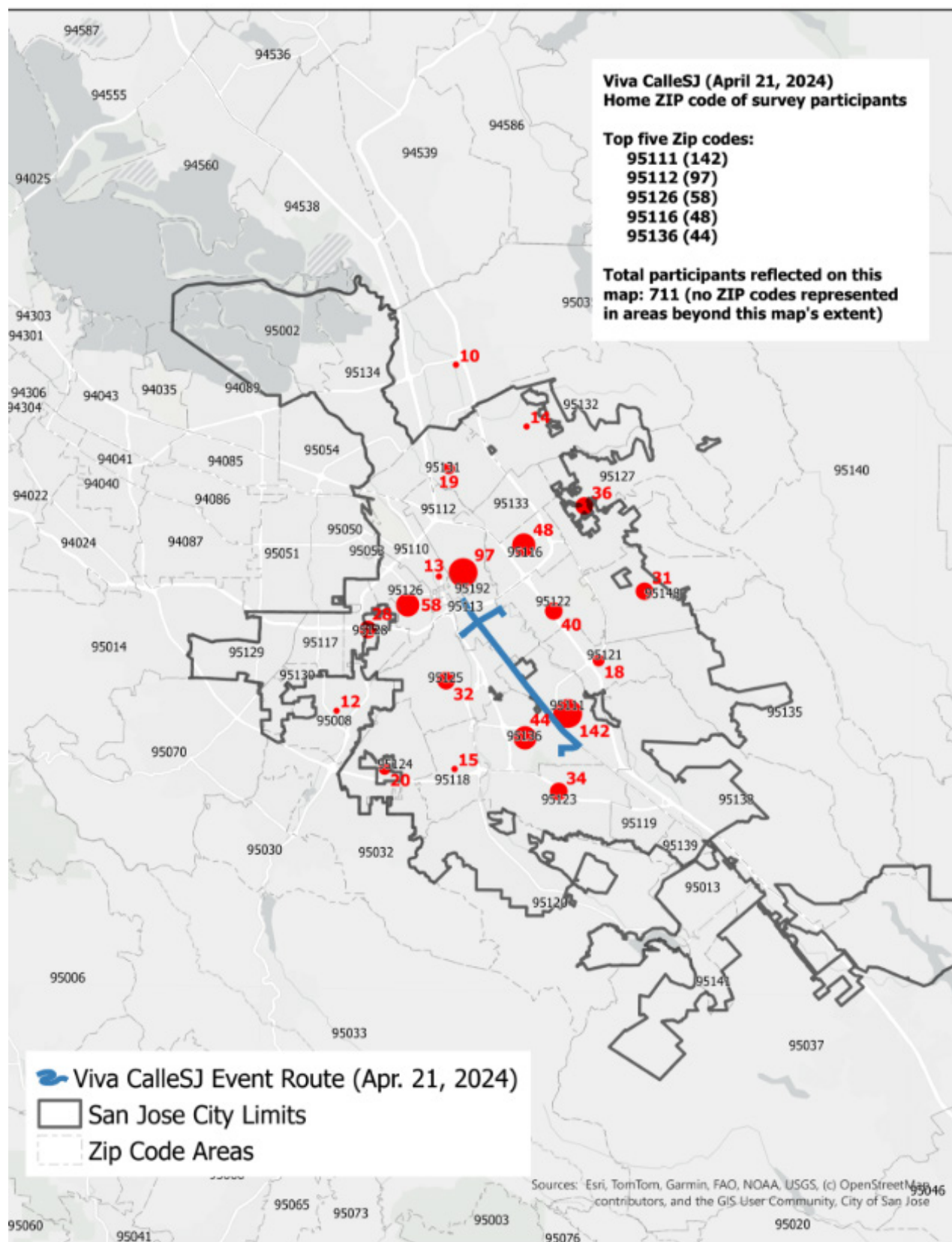
**APPENDIX E:
HOME ZIP CODE OF SURVEY PARTICIPANTS (VIVA
CALLESJ EVENT, JUNE 11, 2023)**



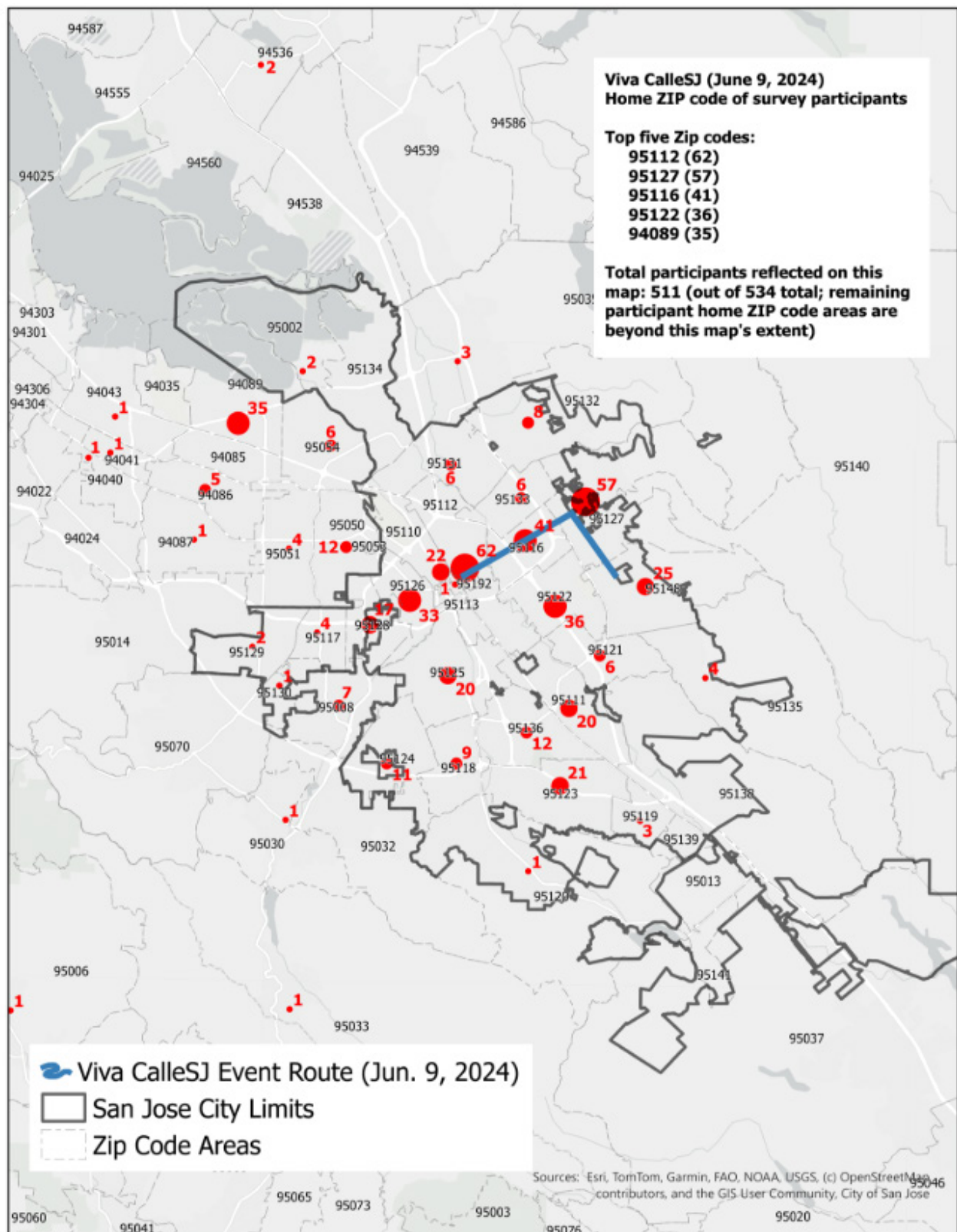
**APPENDIX F:
HOME ZIP CODE OF SURVEY PARTICIPANTS
(VIVA CALLESJ EVENT, SEPTEMBER 10, 2023)**



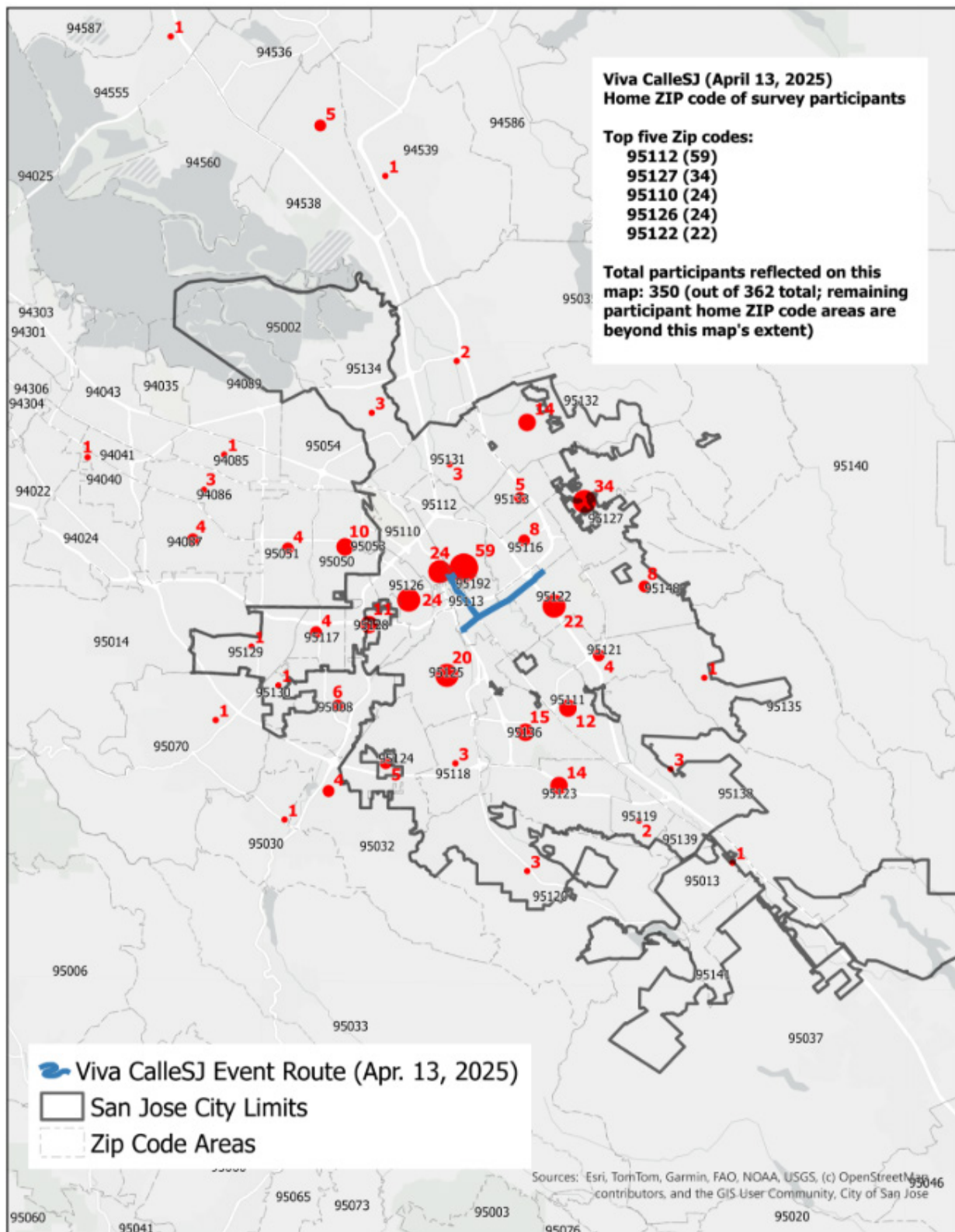
**APPENDIX G:
HOME ZIP CODE OF SURVEY PARTICIPANTS
(VIVA CALLESJ EVENT APRIL 21, 2024)**



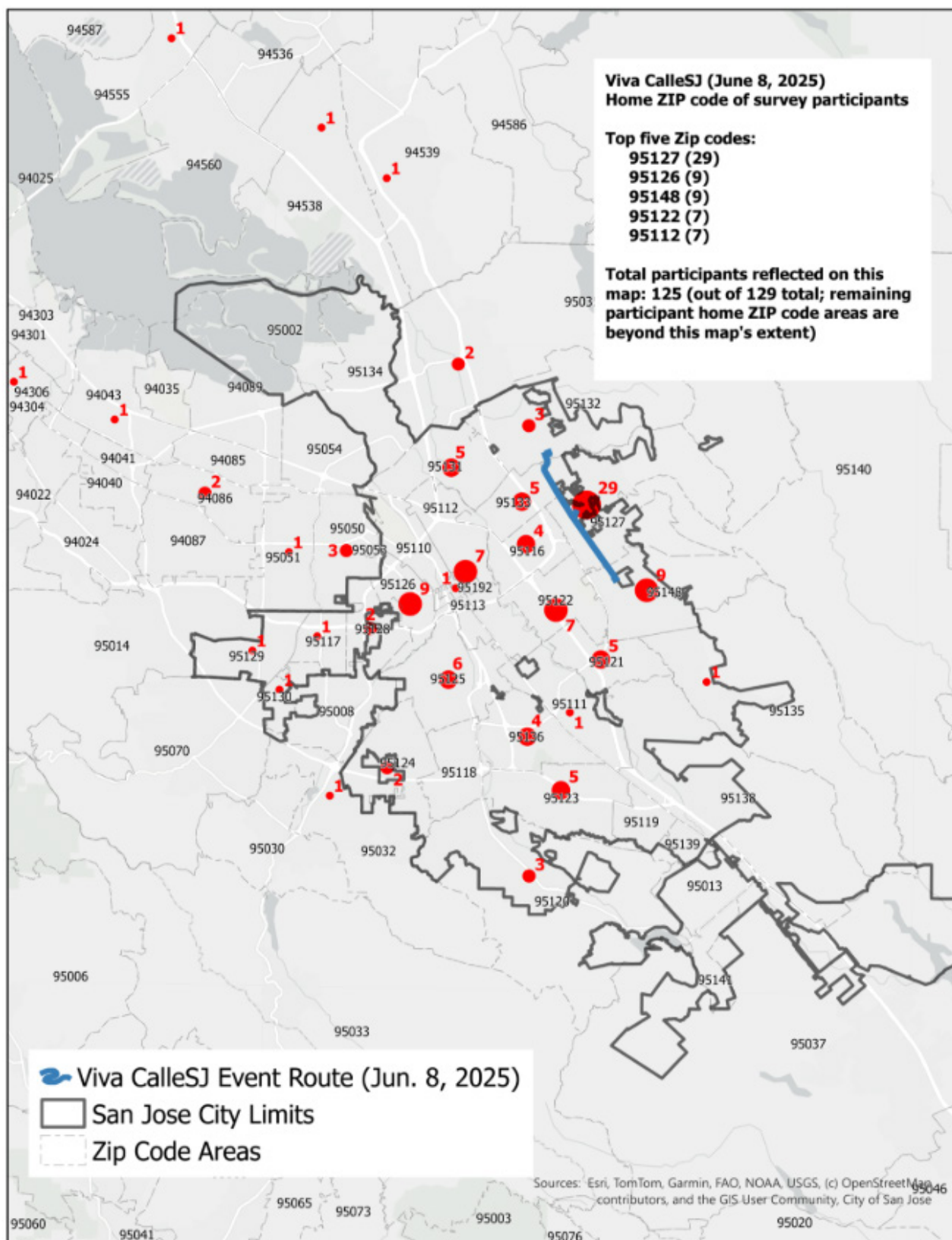
**APPENDIX H:
HOME ZIP CODE OF SURVEY PARTICIPANTS (VIVA
CALLESJ EVENT, JUNE 9, 2024)**



**APPENDIX I:
HOME ZIP CODE OF SURVEY PARTICIPANTS
(VIVA CALLESJ EVENT, APRIL 13, 2025)**



**APPENDIX J:
HOME ZIP CODE OF SURVEY PARTICIPANTS
(VIVA CALLESJ EVENT, JUNE 8, 2025)**



**APPENDIX K:
TOTAL ECONOMIC SPENDING CALCULATION RATIONALE,
SEPTEMBER 7TH, 2025**

Category	Total Respondents	Average Event Spending	Total Economic Impact
Lowest Extrapolated Spending Scenario (All survey respondents assumed as family groups)*	50,336	\$53.67	\$2,701,510
Medium Extrapolated Spending Scenario (Mix of survey respondents as individuals, couples, and families)	91,779**	\$53.67	\$4,925,779
Highest Extrapolated Spending Scenario (All survey respondents analyzed as individuals, less children, as respondents are all 18+ years old)	120,000***	\$53.67	\$6,440,400
Average of all Three Above-Referenced Extrapolated Spending Scenarios			\$4,689,230****

*American Community Survey (ACS) 2023 Average Persons Per Household = 2.98 Persons

**50,000 respondents counted as individuals, 25,000 as couples, and 16,779 as households, assuming 2.98 persons per household per ACS 2023

***ACS 2023 figure for percentage of children in San José = 20%

****Average of all three spreading categories is \$4,689,229.67, rounded to the nearest dollar amount

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

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Suhaa Ahmed is a San Jose State University graduate student earning a Master's in Urban Planning with a concentration in Community Design and Development and Applications of Technology in Planning. Suhaa's area of interest is to find ways to have pedestrian-first public spaces and also urban design. Suhaa is also part of the SJSU Viva CalleSJ presentation team.

Pete Lunt

Pete Lunt is a San José State University graduate student pursuing a Master's in Urban Planning. With over fifteen years experience in the transport industry, his academic interest lies at the intersection of transport with housing and economic development. Pete is also part of the SJSU Viva CalleSJ research team, leading efforts to collate and analyze the survey data.

Kelsey Gunter

Kelsey Gunter is a certified urban planner and a San José State University graduate student earning a Master's in Urban Planning with a concentration in environmental planning. With over five years of experience working as a professional planner, her academic interests include housing policy and social equity, particularly as they relate to environmental

planning. Kelsey is also a member of the Viva CalleSJ report writing team, where she examined the economic and community benefits of the Viva CalleSJ Event.

Amruta Gandhi

Amruta Gandhi is a graduate student in the Master's of Urban Planning program at San Jose State University. She previously worked as an urban planner in Mumbai, India. Her academic focus lies in affordable housing and transportation planning. She is also a part of the Viva CalleSJ research team, where she assisted with analysing the survey data and presenting the findings.

Ilse Saenz

Ilse Saenz is a graduate student at San José State University pursuing a Master's in Urban Planning with a concentration in environmental planning and sustainable development. Her work focuses on fostering resilient cities and developing strategies to mitigate the impacts of climate change on urban communities. Ilse is also part of the SJSU Viva CalleSJ research team, where she is now serving her second semester contributing to research that supports the City of San José and its ongoing efforts to enhance Viva CalleSJ.

Thuy Nguyen

Thuy Nguyen is a graduate 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 Viva CalleSJ research team, preparing graphical and geospatial analysis of the survey data.

Ruchi Trambadiya

Ruchi Trambadiya is a Master's student in Urban Planning at San Jose State University, bringing an architectural background to her focus on Transportation Planning and Sustainable Development. Her academic interests center on active transportation and urban design and she is also part of the SJSU Viva CalleSJ research team.

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