Survey Results

Heart of Del Rey

Looking to the Future

Community Workshop / November 12, 2019
Outline

I. Survey Collection
II. Demographics
III. Utilization of Centinela
IV. Issues and priorities
   A. Issues that can be improved
   B. Priorities
   C. Most important issue
V. Vision for Centinela
VI. Limitations
Where and how we collected surveys
COMMUNITY EVENTS

- Sachi/Work Bar Open House
- Villa Marina Block Party
- Venice High School Grease screening
- Food trucks at Short Avenue Elementary School
MAR VISTA GARDENS and DEL REY COMMUNITY RESOURCE FAIR
WALK AND TALK with COUNCILMEMBER MIKE BONIN
936 COMPLETED SURVEYS
In Just Six Weeks!
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Where they come from: Zip Code

Overall: 63 unique Zip Codes
Who they are: Age

Optional question
775 (83%) answered
Who they are: Race/Ethnicity

Optional question
395 (42%) answered

- White: 55.4%
- Hispanic: 25.1%
- Asian: 6.8%
- African-American: 3.5%
- Multi-racial: 2.5%
- Other: 6.6%
- Indian
- Lebanese
- Native American
- Pacific Islander
- Persian
- Spanish
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How often they are on Centinela

- **Daily**: 56.9%
- **A few times a month**: 29.8%
- **A few times a year**: 6.1%
- **Once a month**: 5.4%
- **Never**: 1.7%
How they travel on Centinela

- Drive alone: 55.6%
- Carpool: 15.3%
- Walk: 10.3%
- Bicycle: 9.5%
- Other: 5.6%
- Ride a bus: 2.2%
- Rideshare, scooter, wheelchair: 1.6%
What they do on Centinela

- Live
- Other
- Own a business
- School nearby
- Travel through
- Visit biz/institution
- Work

Percent of Responders
What they visit

- Apt/House
- Cannabis
- Craft Studio
- Grocery Market
- Health, Wellness
- Laundromat
- Other
- Pharmacy
- Police
- Repair Service
- Restaurant, Bakery
- Senior Services
- Shops
- Spiritual

Percent of Responders
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WHAT THEY SAID

BIKING

➢ Bicycling is very popular around here... I feel like neighbors and businesses nearby could definitely benefit from bike facilities to lock their bikes

➢ [I] would ride my bike if I thought it was safe - to get there, to lock the bike
WHAT THEY SAID

LANDSCAPING and GREENERY

➢ This is always important - we should always be adding more green to city spaces
➢ There really isn't much, and what is there doesn't seem to be maintained. I would love more natural SoCal friendly native plants
➢ Yes yes yes, this street could use some beautification
WHAT THEY SAID

PUBLIC ART

➢ Would love to see the personality of the neighborhood show through in art.
➢ Would love some color and art additions! Show off the neighborhood's vibrant backgrounds and cultures.
WHAT THEY SAID

RETAIL

➢ Support for the amazing businesses who have been in the neighborhood for years, balanced with those new people coming in and bringing us great new things.

➢ More family-owned unique shops

➢ No chains
WHAT THEY SAID

SIDEWALKS

- Fix the cracks, make uniform and widen where possible
- Cleaner, wider, fix/level, remove obstructions, underground power poles
- Sidewalk repair, more clear crosswalks
WHAT THEY SAID

TRAFFIC FLOW, PARKING, TRANSIT

➢ There is a lot of vehicular traffic, which does not allow for a pleasant pedestrian experience.
➢ Better traffic flow but not to allow it to become a speedway
➢ Impossible to turn, merge, or safely walk anywhere. I try to avoid this area, but it's impossible since I live here.
What they prioritized

<table>
<thead>
<tr>
<th>Rank</th>
<th>All Respondents</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Improve traffic flow</td>
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<tr>
<td>2</td>
<td>Pedestrian safety</td>
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<tr>
<td>3</td>
<td>Improve sidewalks</td>
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<tr>
<td>4</td>
<td>Trees and plantings</td>
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<tr>
<td>5</td>
<td>Lighting and security</td>
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<th>Work, Own/Visit Biz or Institution</th>
<th>Travel Through</th>
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What is most important to them*

- Traffic flow & safety: 41.5%
- Public art, performance in a cultural hub: 12.0%
- Locally owned services & businesses: 24.5%
- Landscaping, green spaces: 17.8%
- Other: 4.2%

*All respondents
(Similar proportions observed across other groups)
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V. **Vision for Centinela**
VI. Limitations
What is their vision for Centinela

- More than 500 thoughtful responses to: “What role do you see for Centinela in Del Rey?”
- Sample comments displayed around room
- Common themes
  - Safe, walkable
  - Hub that serves needs of local residents
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Limitations

- Surveys are subjective
  - High variance in interpreting a question
  - Self-reporting in nature (vs independent assessment)
  - Inconsistencies within responses

Despite these limitations, responses from nearly 1000 community members can still guide us in planning and priorities.
Come see temporary installations bring to life the Centinela Ave of the future. Be part of the change.
BACK-UPS
How often they commented on:

- Bike Facilities
- Landscaping, Greenery
- Other
- Public Art
- Retail
- Sidewalks
- Traffic Flow, Parking, Transit

Percent of Responders

- All respondents
- Live
- School
- Travel through
- Work or visit/own biz.
Who they are: Education

Optional question
758 (89%) answered

- Bachelor’s: 40.3%
- Master’s: 25.4%
- PhD or Professional Degree: 11.5%
- Professional Certificate: 4.2%
- Some high school: 2.3%
- Associate’s: 5.8%
- High School or GED: 10.5%
Who they are: Income

Optional question
609 (65%) answered

- Less than $20k: 6.4%
- $20k to $70k: 39.4%
- $70k to $150k: 34.0%
- Over $150k: 20.2%