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Little Saigon Visitors & Residents Survey Updated 2014 Results SCIDpda

UPDATED REPORT
June 2014

Purpose:

To understand who is visiting Little Saigon and why, and to better understand visitor priorities and interests for future development in the neighborhood.

Objectives:

- Understand how and how often visitors come to Little Saigon and how they get there, including their travel modes, length and frequency of visit.
- Get a general sense of the types of parking drivers and carpoolers use, and where they park when visiting Little Saigon.
- Gauge the primary reasons people visit Little Saigon and which types of offerings visitors would like to see.
- Test visitors' perceptions about a variety of aspects of Little Saigon, including ease of accessing the district via transit, parking time limits and availability, shopping/dining offering mix, and safety.
- Understand visitors' impressions and interest in the Landmark development and their priorities for it's use.
- See how these objectives vary between people who live or work in Little Saigon and visitors.

- ▶ A total of 440 interviews were completed in Little Saigon
- ▶ *Interviewing took place from September 14-26, 2013 and again from February 19-23, 2014.*
- ▶ The questionnaire was a single page (front & back), letter-sized, self-administered handout. SCIDpda volunteers were on site for each shift to distribute and collect surveys
- ▶ Interviewing was conducted between 9 am and 4 pm over several week days and weekends
- ▶ Surveys were printed in English, Vietnamese, and Chinese
- ▶ Interviewing took place in several locations throughout Little Saigon including 12th + Jackson, S Main & 12th St, Boren/14th S & S Jackson, and 10th S & S Jackson and the parking lots at Jackson Square, Asian Plaza, Ding How Plaza and Lam's Seafood.

Due to rounding, some percentages may not add up to exactly 100%

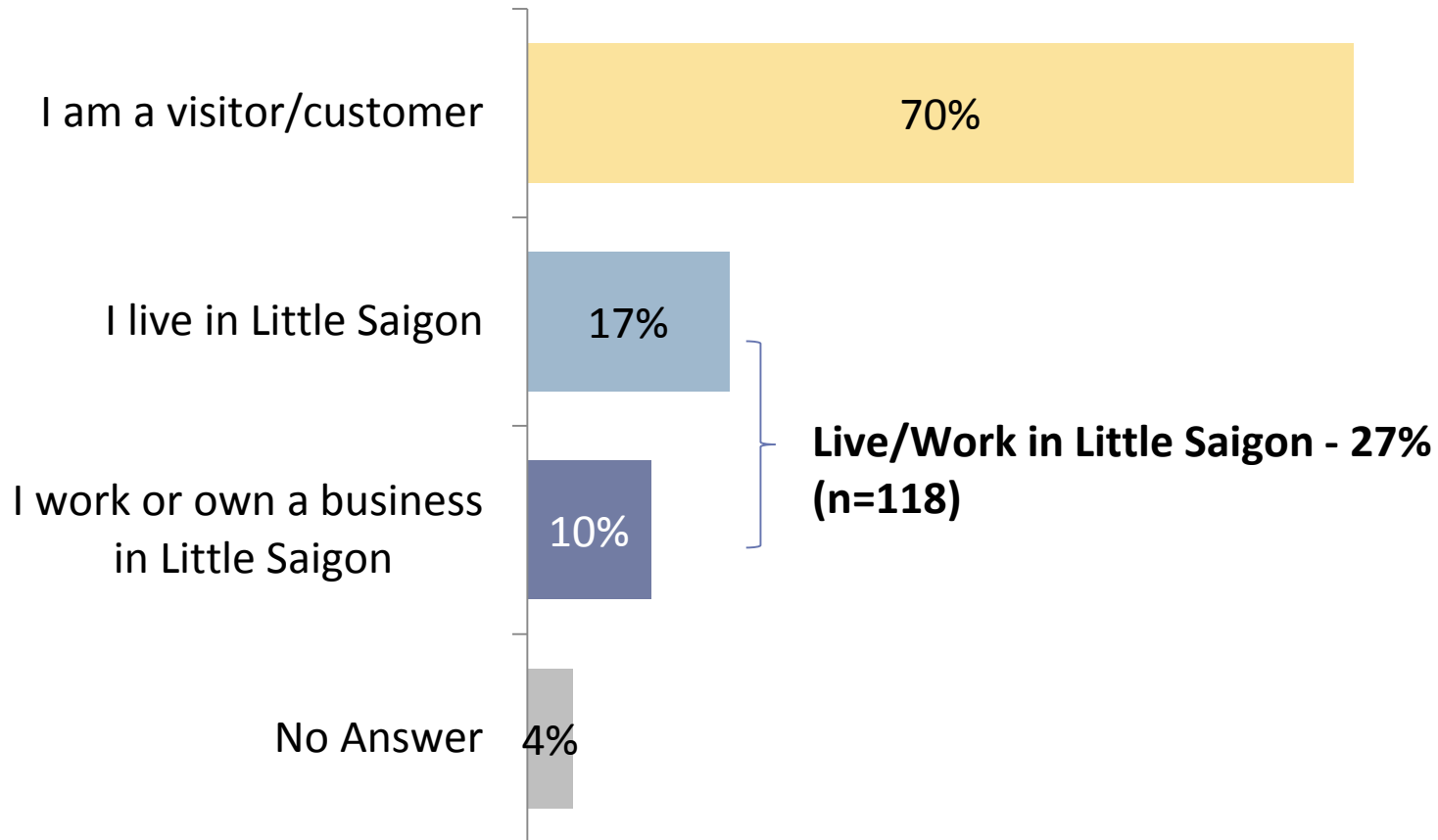
Visitation Profile



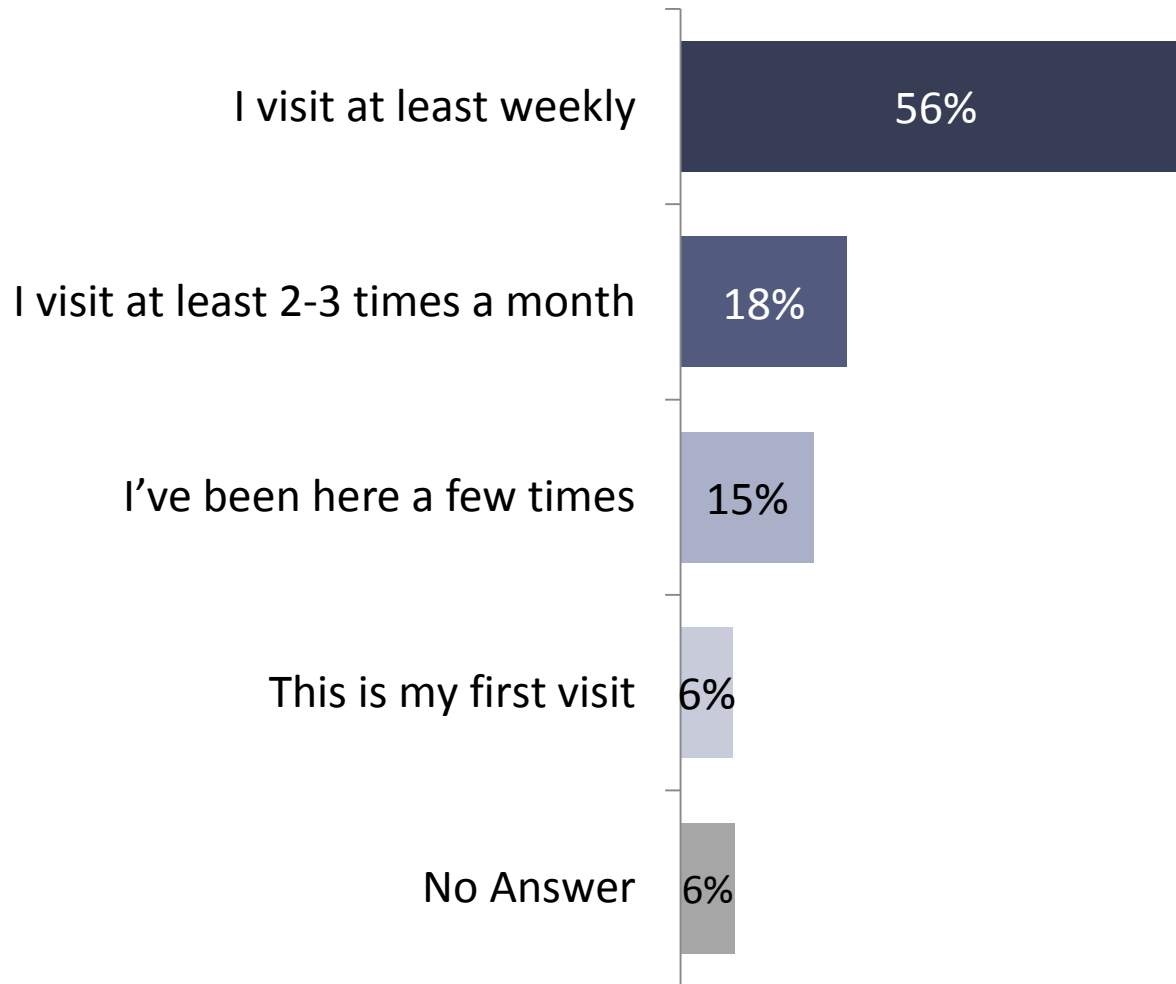
- *Over a quarter (27%) of people surveyed live or work in Little Saigon. More than two thirds (70%) were visitors.*
- *Despite not having a live/work connection to Little Saigon, about half (50%) of visitors come to the neighborhood at least weekly and another fifth (22%) visit 2-3 times per month. These visitors are largely coming from surrounding areas (First Hill, ID, CD).*
- *A majority of visitors and residents/employees are coming to Little Saigon for grocery shopping (50% mention as a reason) and dining (43%), followed by errands (17%), cultural attractions (16%) and retail shopping (14%).*
- *Two-thirds (68%) of visitors and residents stay in Little Saigon for two hours or less, though very few (3%) report parking but not staying. About a quarter (25%) stay for 3 hours or longer.*

Neighborhood Connection

Q1. Which describes you best?



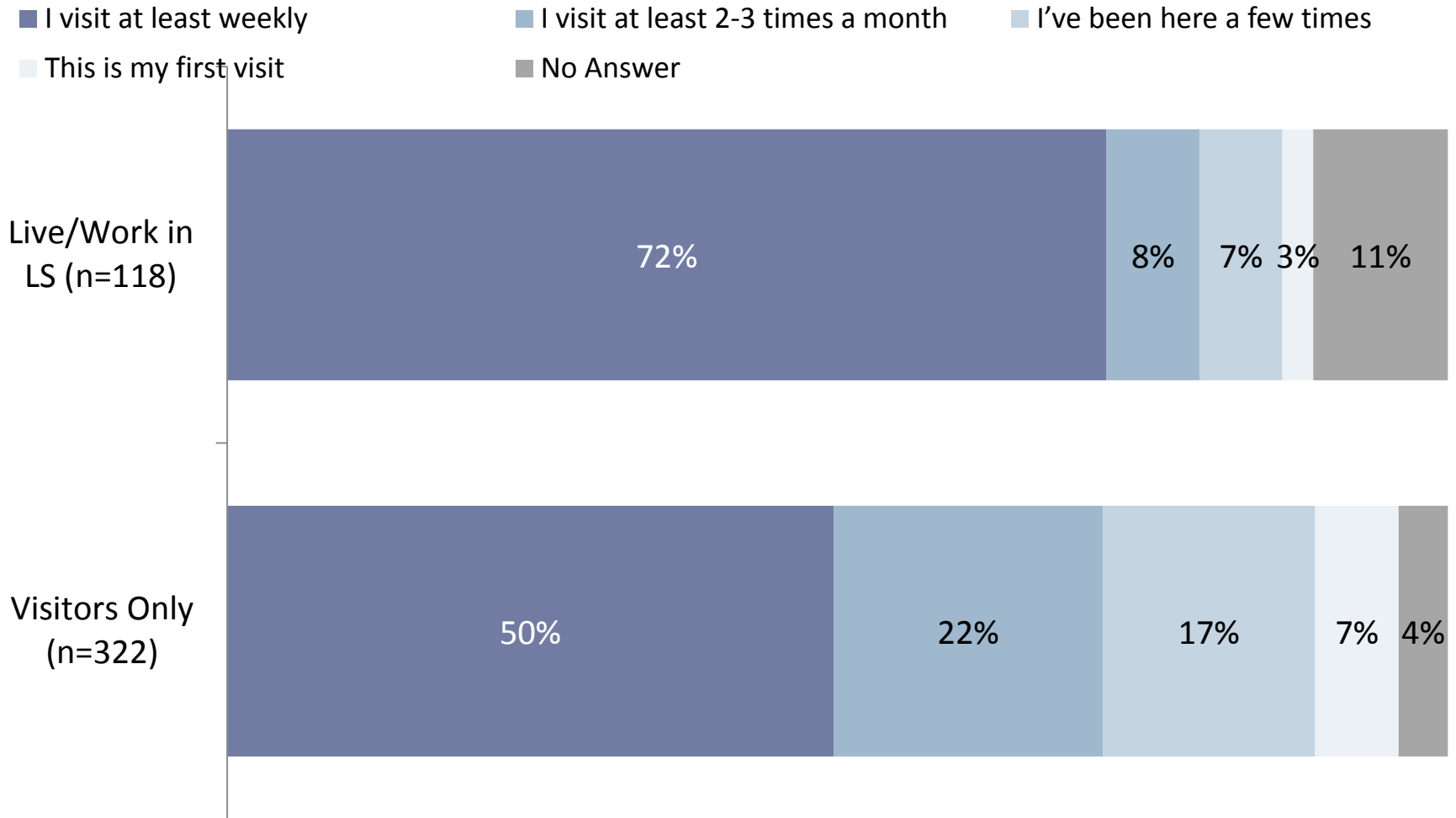
Q2. Which describes how often you visit Little Saigon?



Visit Frequency - Neighborhood Connection

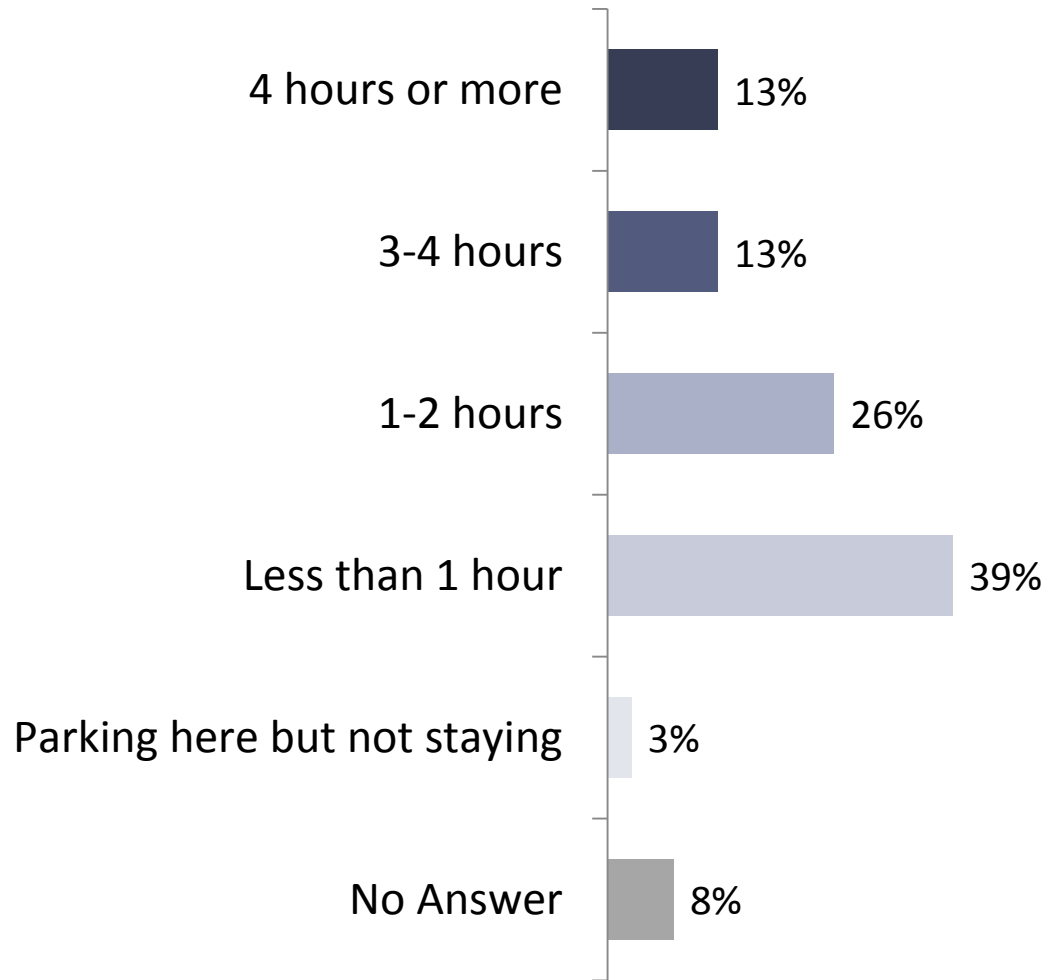


Q2. Which describes how often you visit Little Saigon?



Length of Today's Visit - Overall

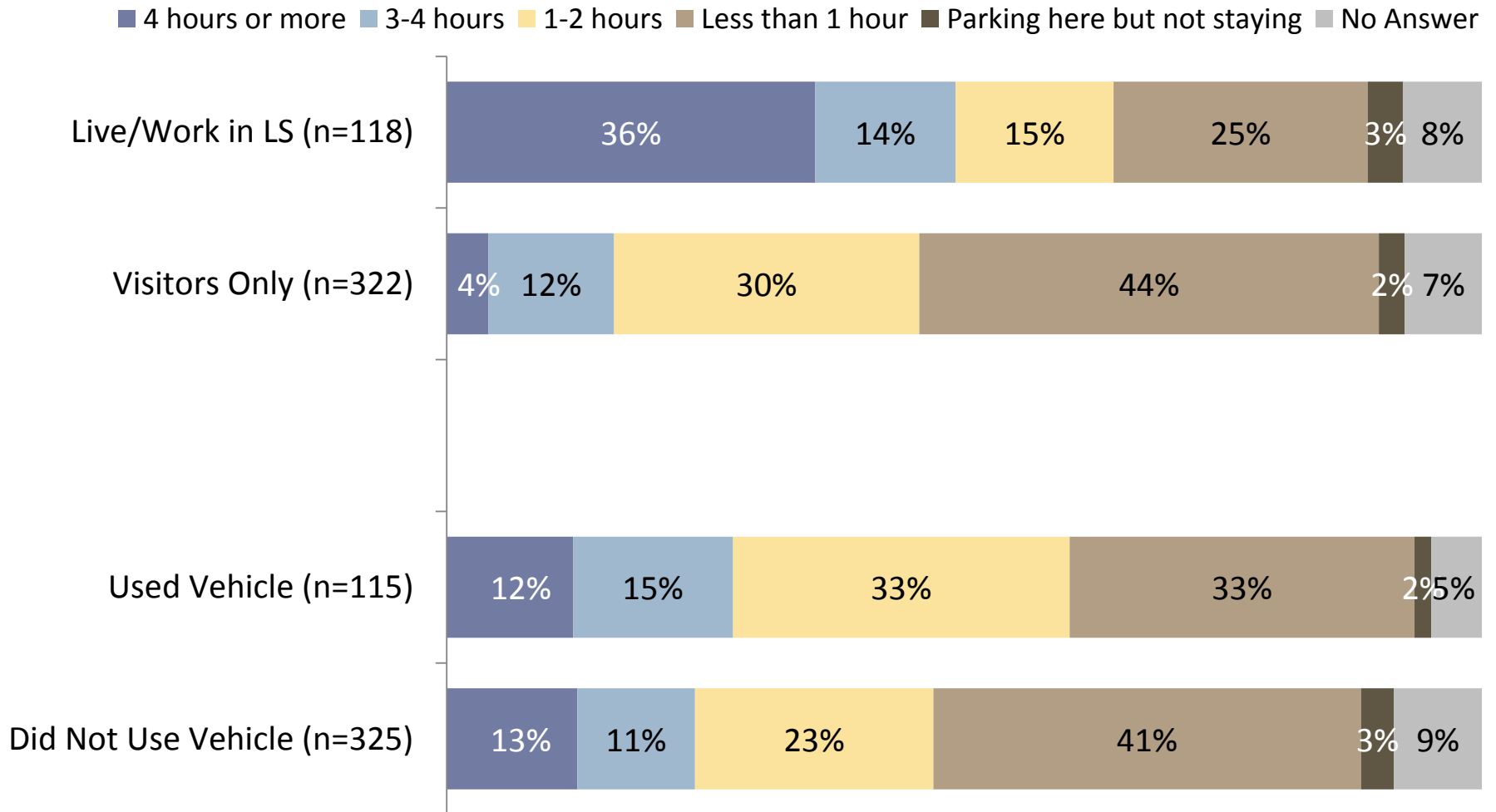
Q3. How long will your visit to Little Saigon be today?



Length of Today's Visit – by Subgroup



Q3. How long will your visit to Little Saigon be today?



Typical Reasons for Visiting - Overall

*Q10. If you have been here before... Which activities do you usually do while visiting Little Saigon?
(Multi-Response)*

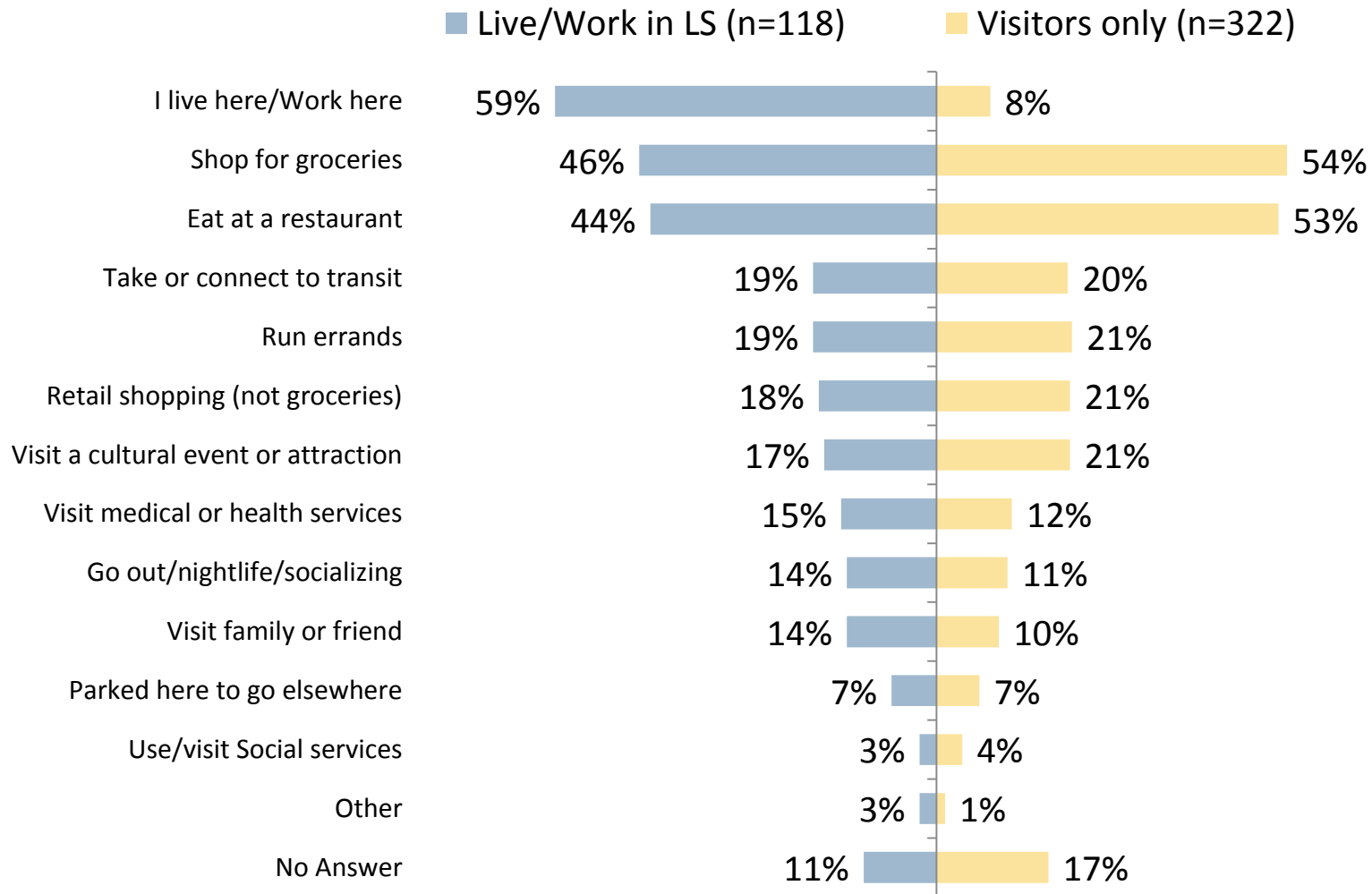
All Visitors and Residents



Typical Reasons for Visiting – by Neighborhood Connection



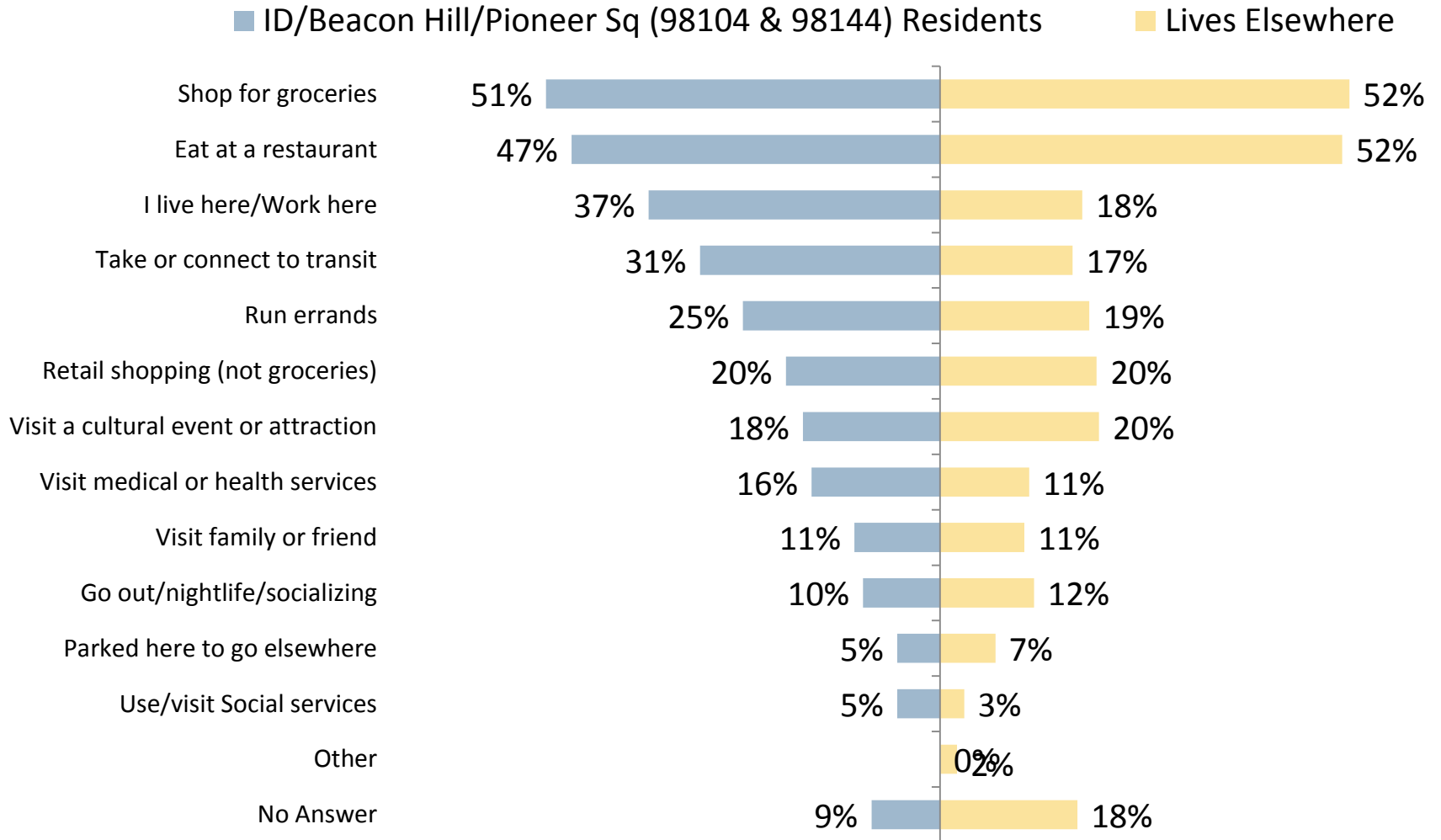
Q10. If you have been here before... Which activities do you usually do while visiting Little Saigon?



Typical Reasons for Visiting – by ID/Pioneer Sq/Beacon Hill residents

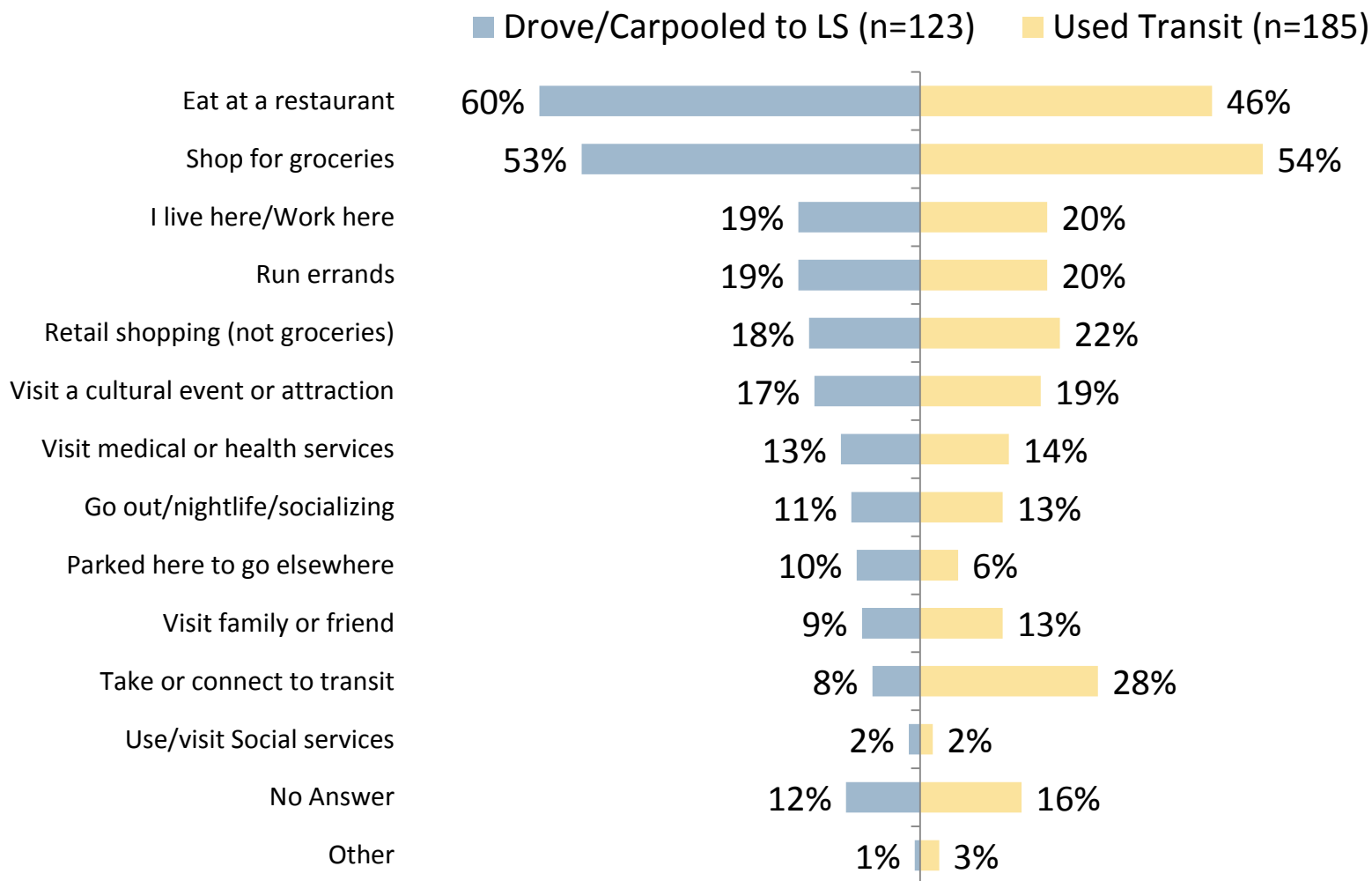


Q10. If you have been here before... Which activities do you usually do while visiting Little Saigon?



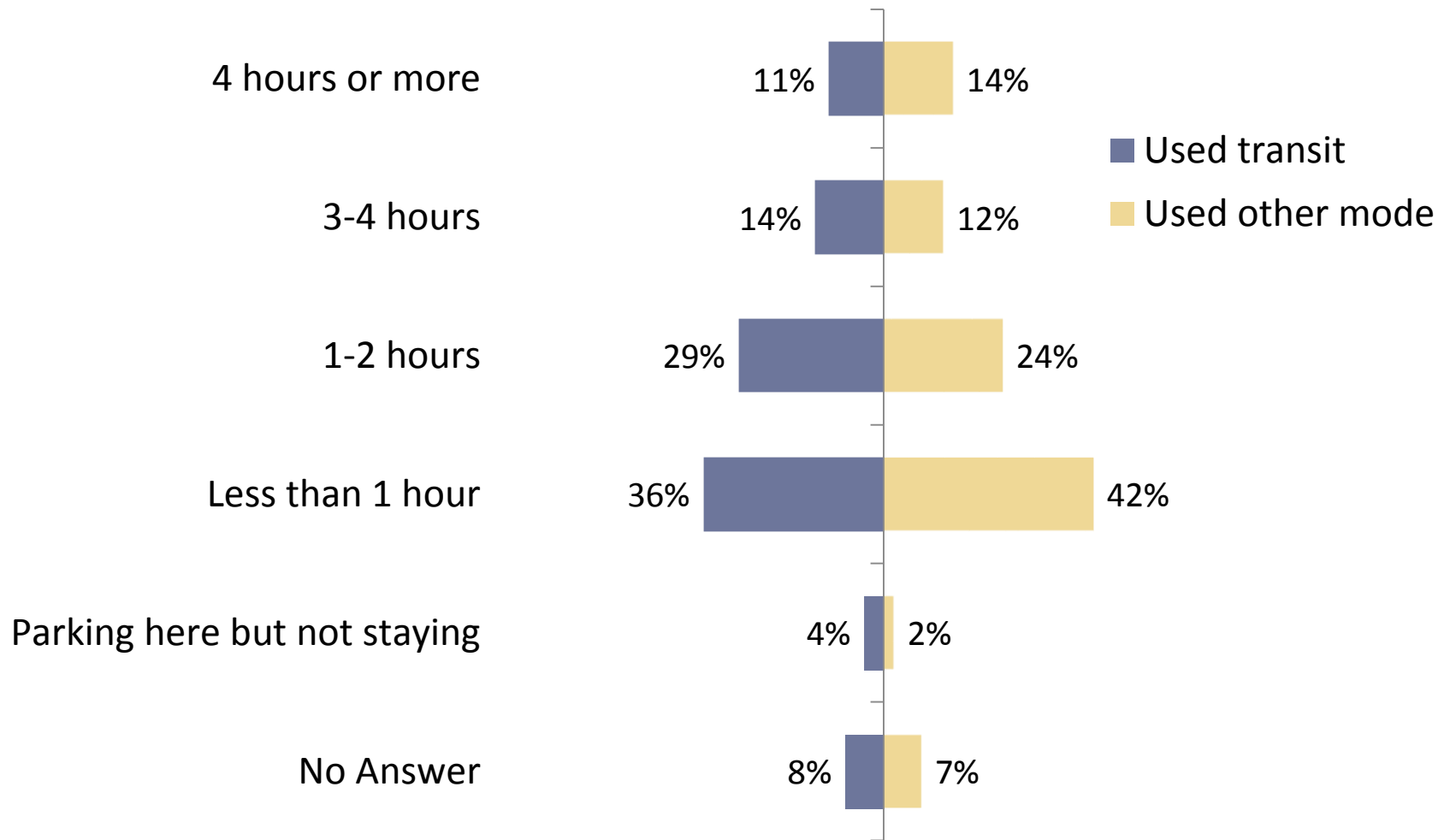
Typical Reasons for Visiting – by Mode Used

Q10. If you have been here before... Which activities do you usually do while visiting Little Saigon?



Length of Today's Visit – Transit Users

Q3. How long will your visit to Little Saigon be today?

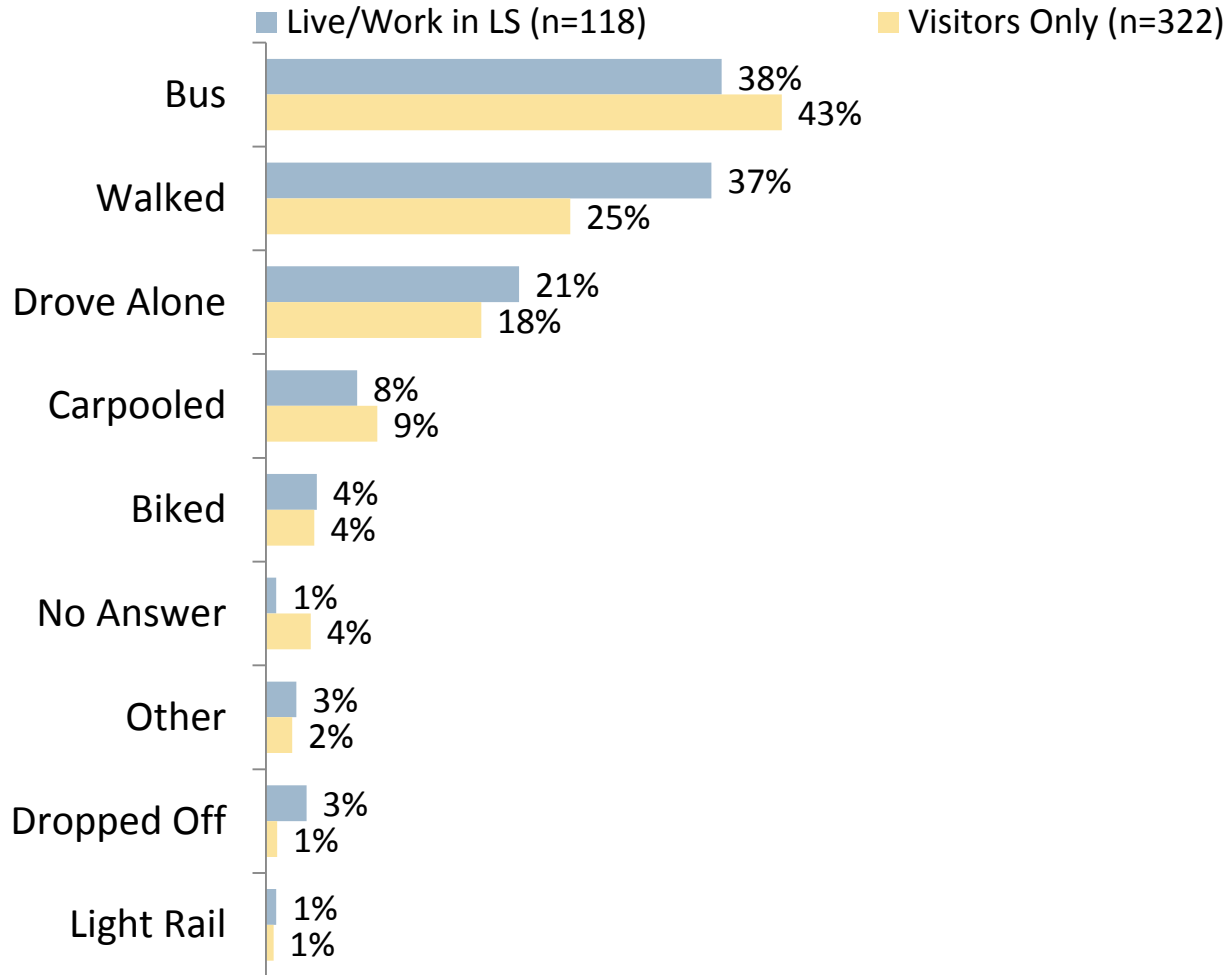


Getting to Little Saigon

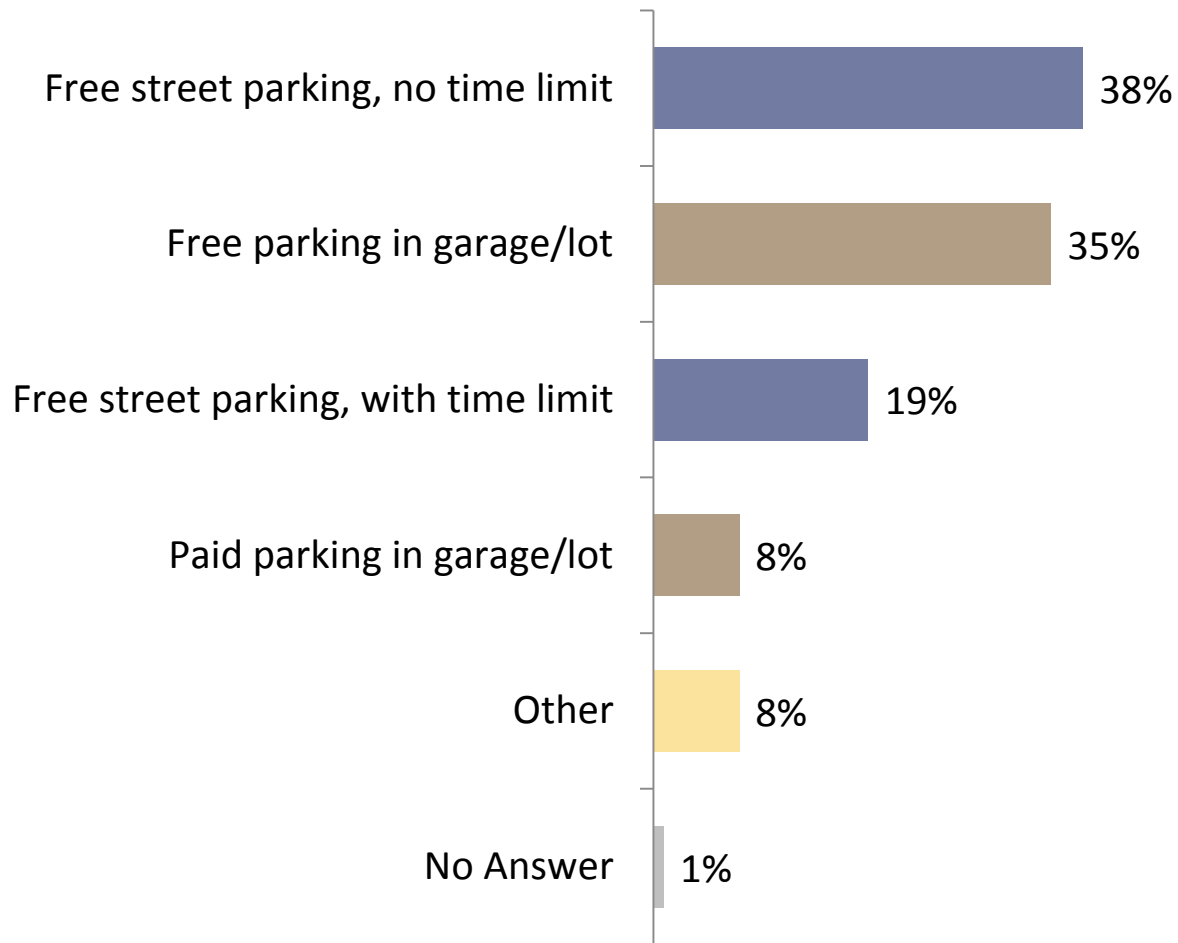


- *Nearly half of Little Saigon's residents and visitors (42%) travel Little Saigon at least in part by bus. A quarter (29%) report driving alone or carpooling to the neighborhood.*
- *Residents/Employees (42%) are predictably more likely to walk or bike to Little Saigon than visitors (30% walked or biked). However, other access modes vary little between the two groups.*
- *Most who drive or carpool to LS (89%) park for free. Over half of drivers/carpoolers (55%) report parking on the street and two-fifths (41%) parked in a lot or garage.*
- *Nearly two-thirds (66%) of visitors and residents agree that they can easily travel to Little Saigon by transit, including 42% who "strongly agree."*
- *A quarter of visitors and residents (25%) have some issues with parking availability. Fewer (12%) have issues with parking time limits.*
- *Subgroups most affected by parking issues in Little Saigon include those who live in South Seattle (44% have parking issues) and those staying for 3 hours or longer (36%).*

Q4. How did you get to this area today? (Multi-Response)

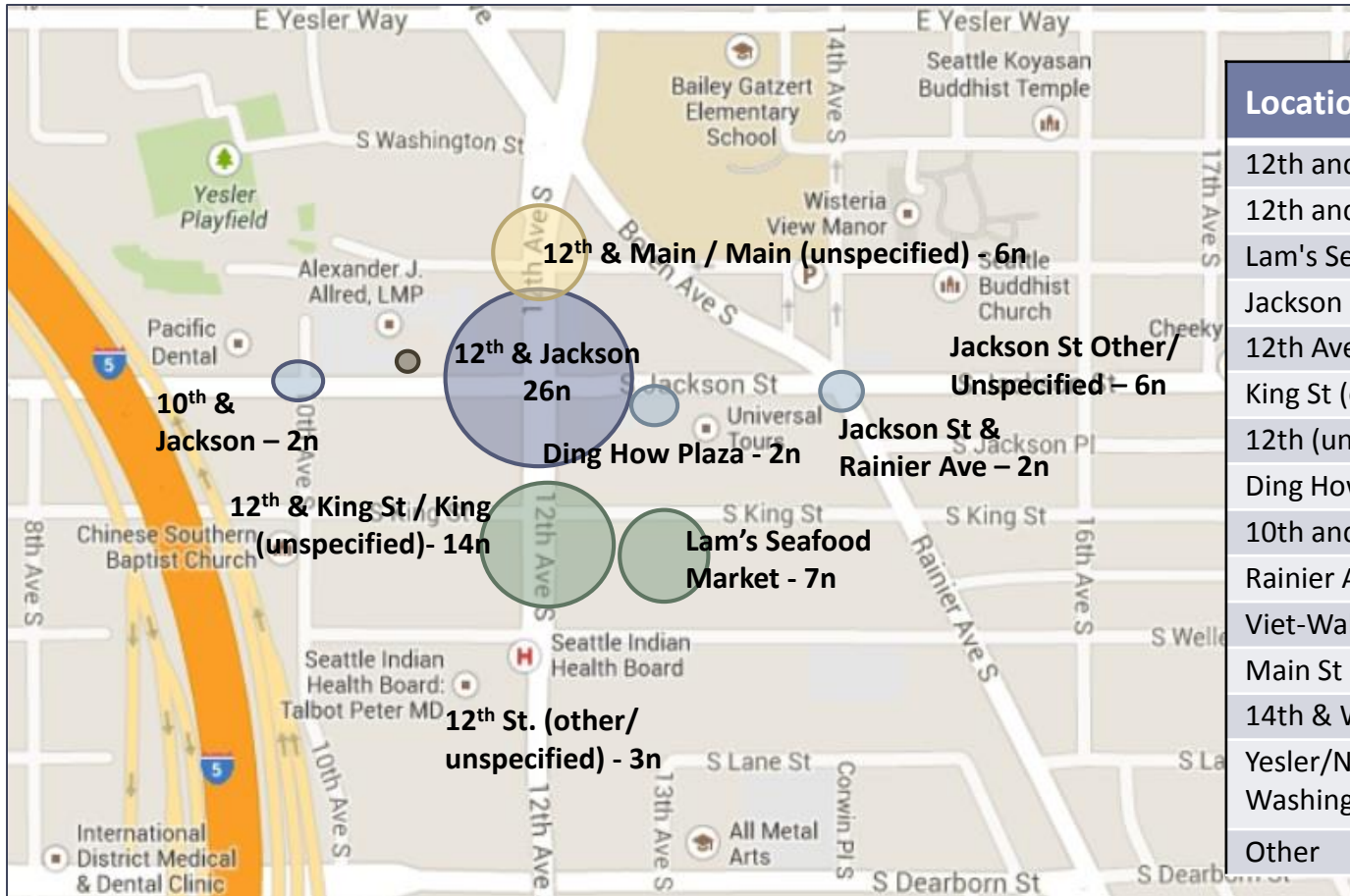


Q5. *If you drove or carpoled (n=115)... What type of parking did you use today? (Multi-Response)*



Parking Locations

Q6. What are the nearest cross-streets, or the closest landmark or business to where you parked today? (Excludes No Answer; n=73)

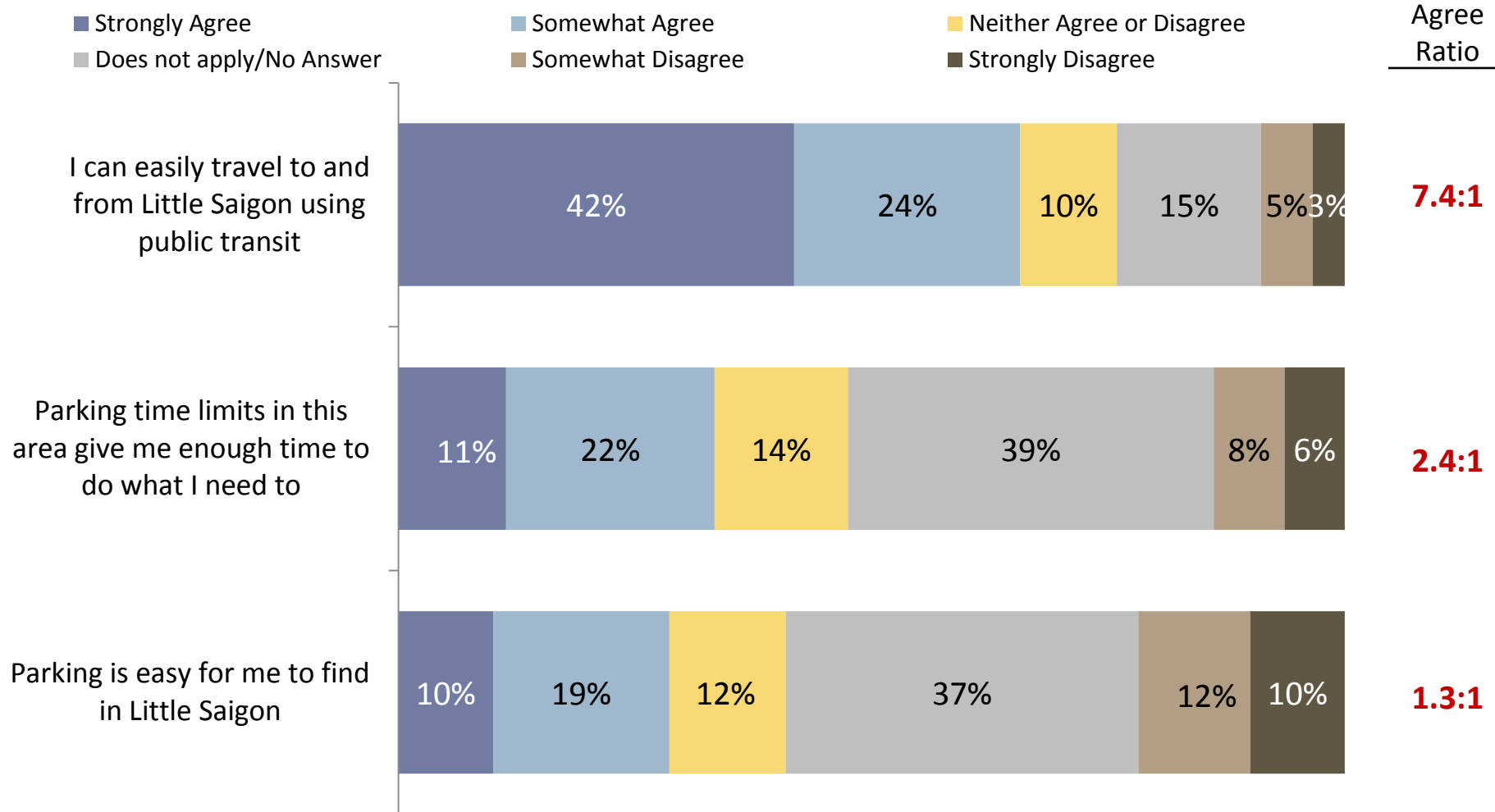


Location	%	n
12th and Jackson	36%	26
12th and King St	12%	9
Lam's Seafood lot	10%	7
Jackson St (other)	8%	6
12th Ave and Main	7%	5
King St (other)	7%	5
12th (unspecified/other)	4%	3
Ding How	3%	2
10th and Jackson	3%	2
Rainier Ave. & Jackson St	3%	2
Viet-Wah	1%	1
Main St (other)	1%	1
14th & Washington	1%	1
Yesler/North of Washington St	1%	1
Other	3%	2

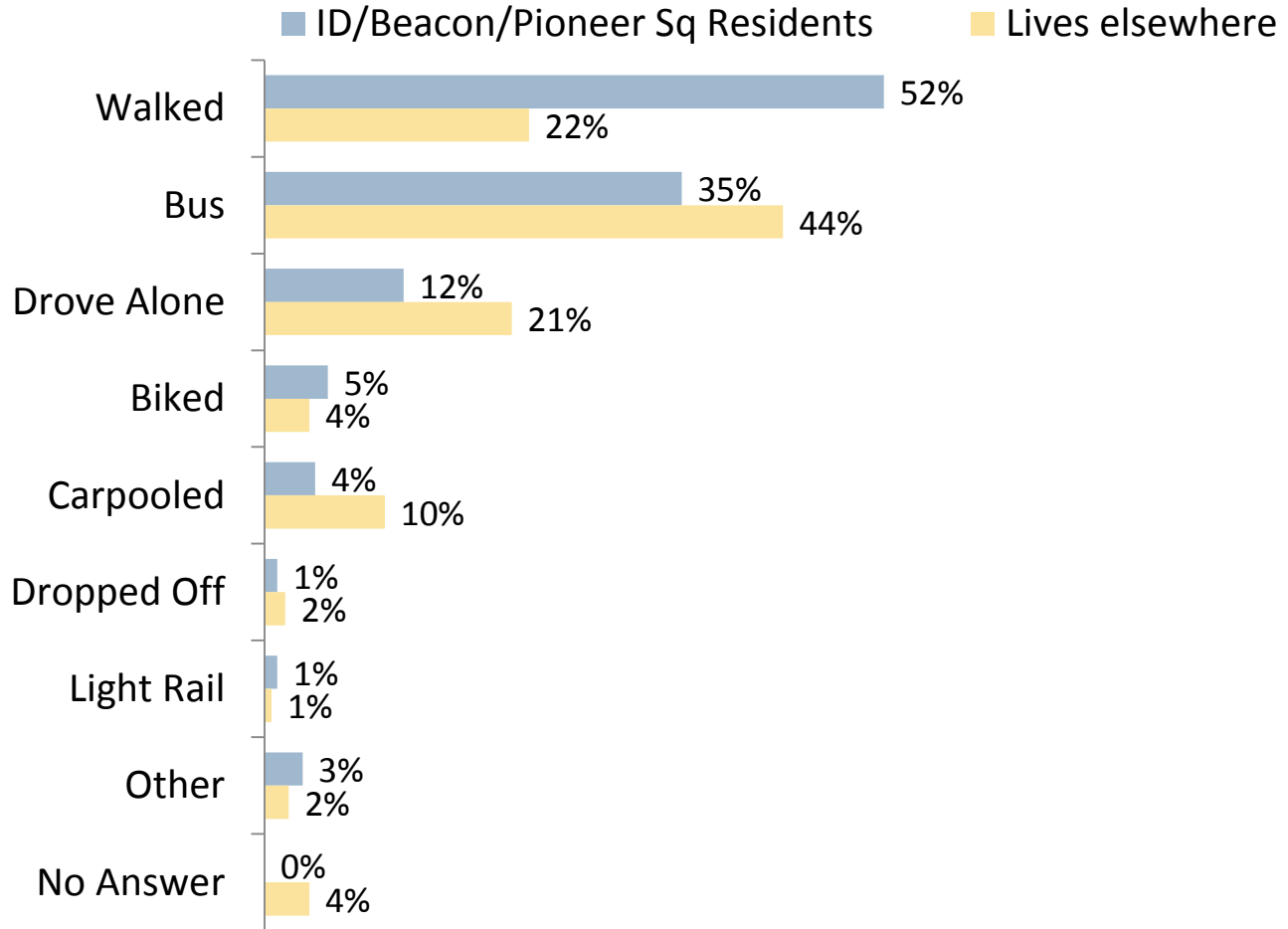
Parking & Transit Access Ratings - Overall



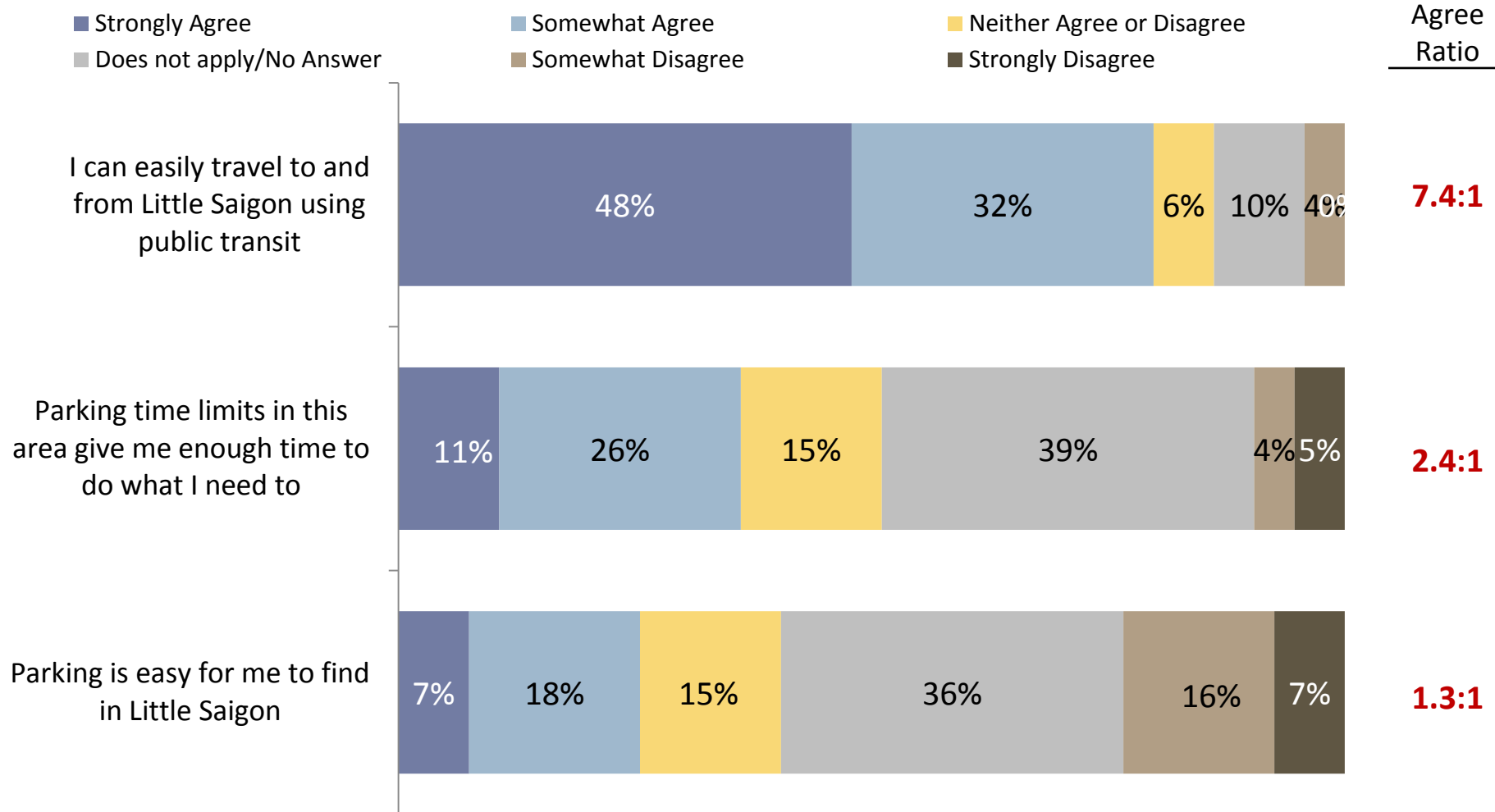
Q7. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement



Q4. How did you get to this area today? (Multi-Response)



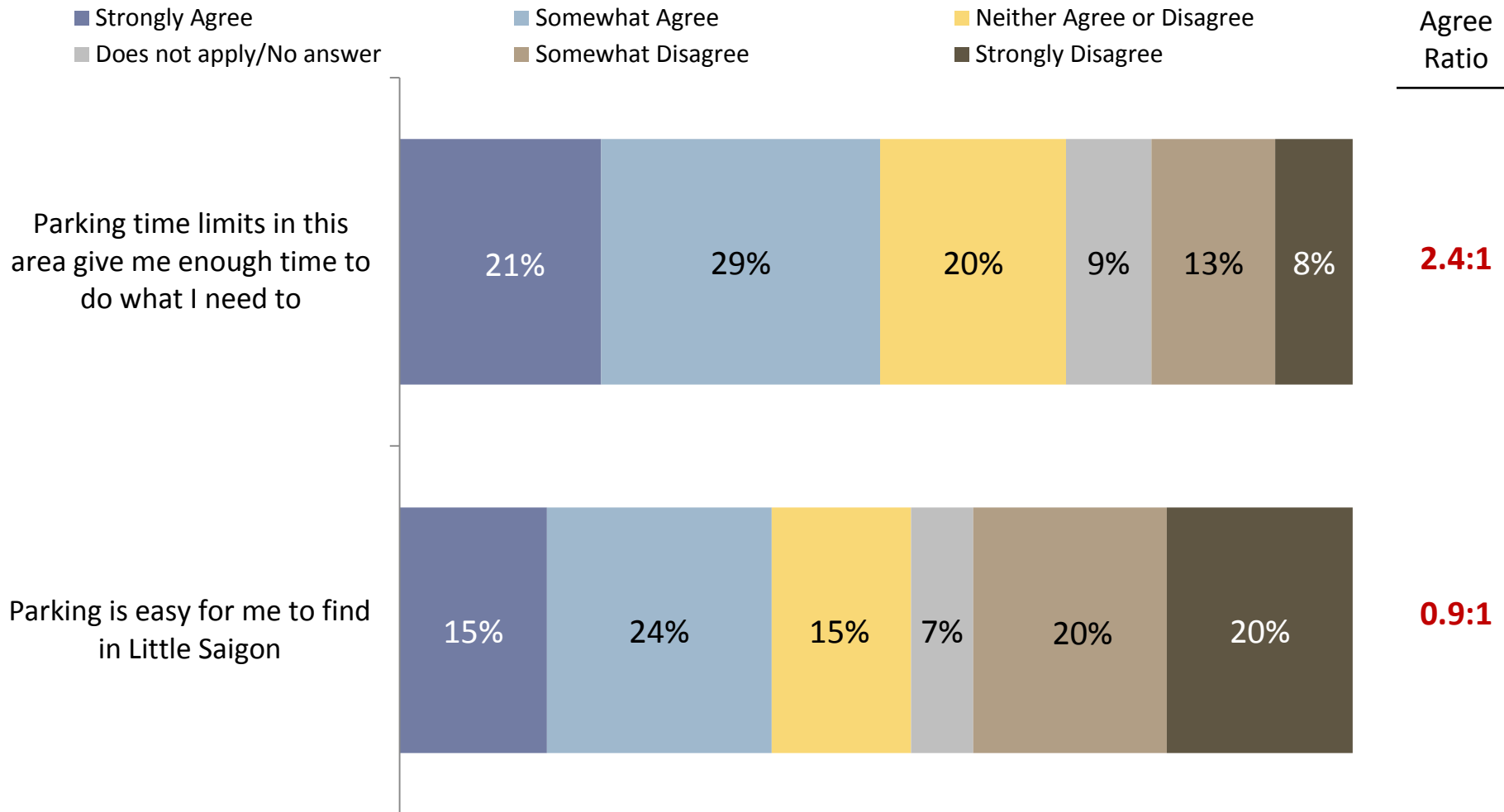
Q7. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement



Parking Access Ratings – Drive/Carpool Only



Q7. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement

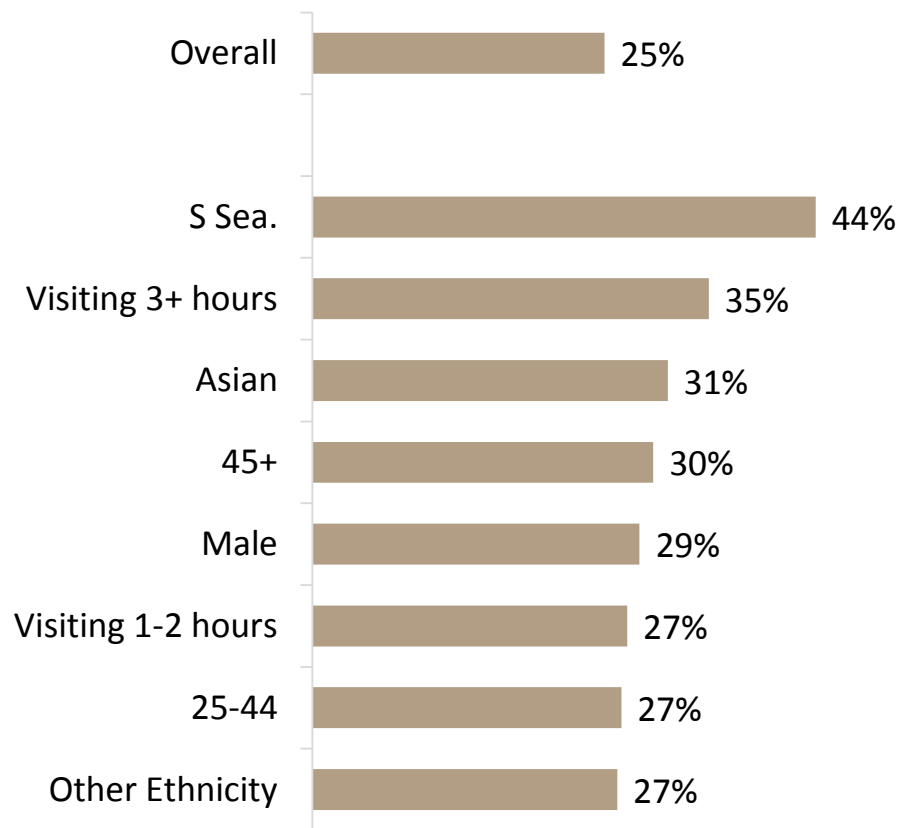


Parking Issues – by Subgroup

Percent of subgroups that **Somewhat or Strongly Disagree** to one or both of the following statements:

Parking is easy for me to find in Little Saigon

Parking time limits in this area give me enough time to do what I need to



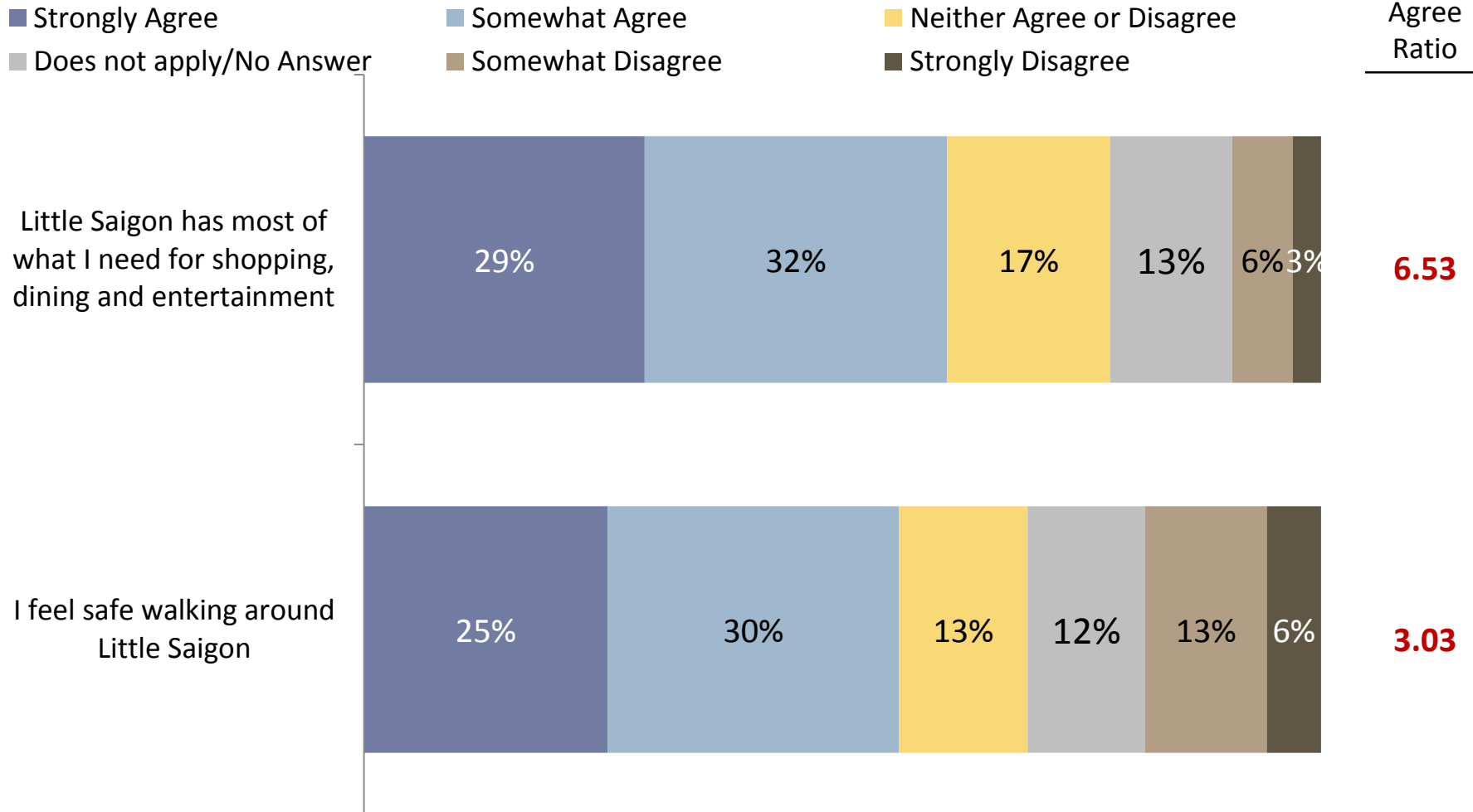
Safety & Amenities



- *One in five respondents have safety concerns when walking around Little Saigon at night. This portion is a little higher among residents/employees (26%) than visitors (19%).*
- *Those with the most concerns about safety are women (27%), Asian respondents (28%) and those who drive or carpool to the neighborhood (30%).*
- *Overall, a strong majority (70%) of visitors and residents agree that Little Saigon has most of what they need for shopping and entertainment.*
- *When prompted for top-of-mind improvement suggestions, a majority of visitors and residents (60%) had no suggestions to give.*
- *No particular improvement suggestion was very widely offered, indicating that visitors don't see any major deficiencies in Little Saigon's amenity mix. More types of stores/grocery (34 people mentioned)), more restaurants (18 mentions) and recreation/entertainment (17 mentions) were the most common suggestions.*

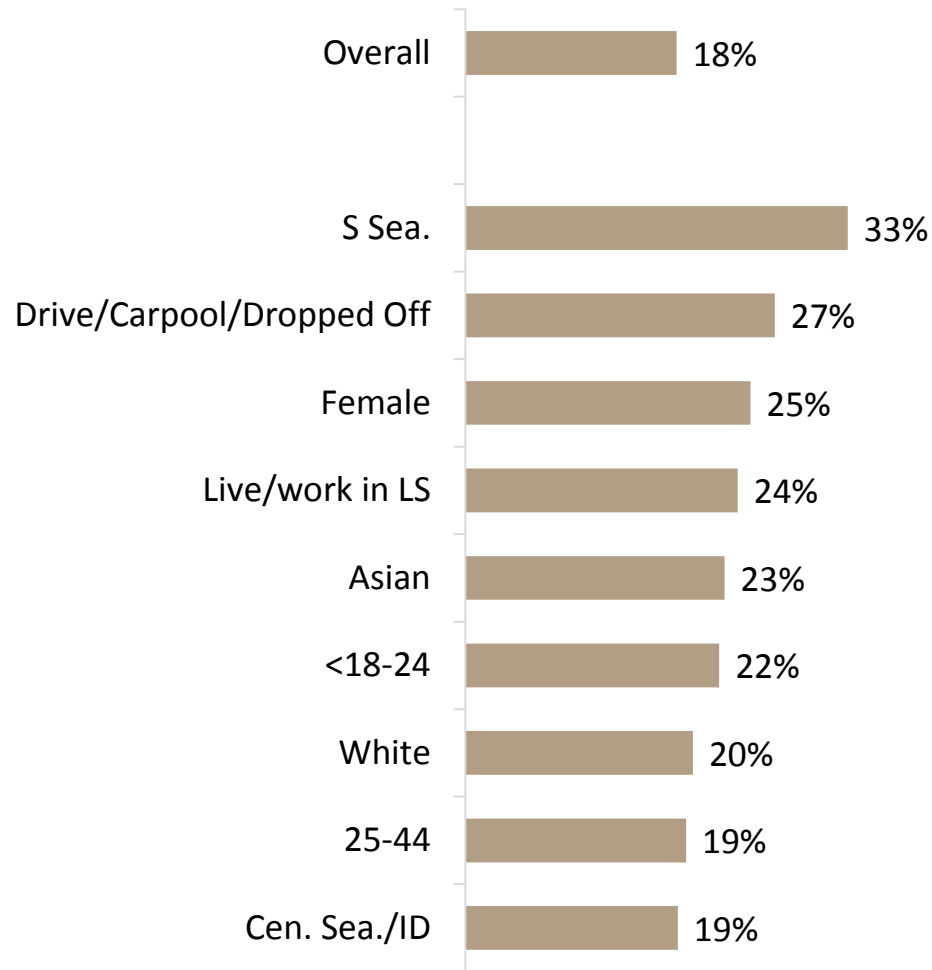
Amenity & Safety Ratings - Overall

Q7. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement



Safety Concerns – by Subgroup Ranking

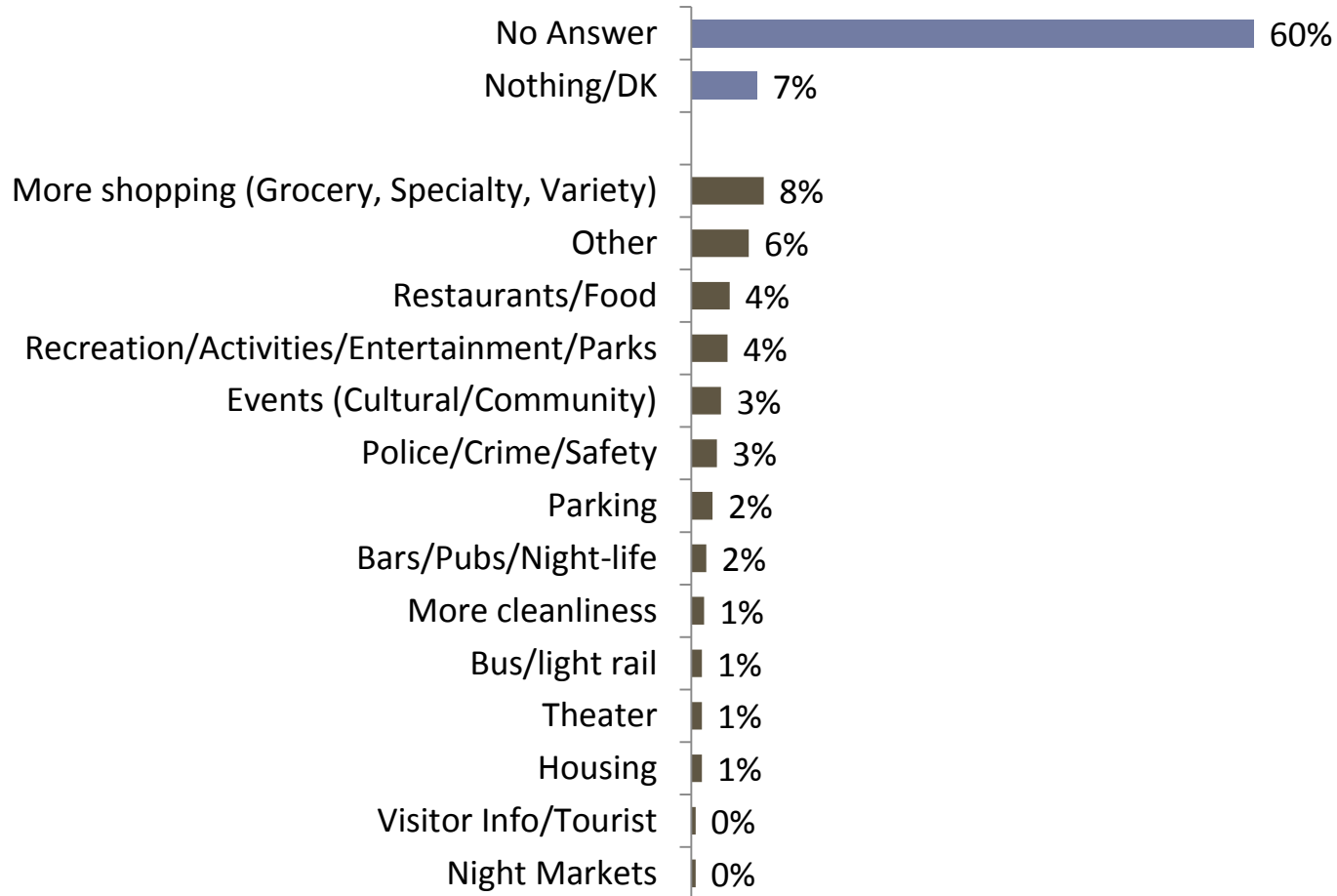
Percent of Subgroups that **Somewhat or Strongly Disagree** with the following statement:
I feel safe walking around Little Saigon



Improvements - Overall

Q8. What are some things that you would like to see in Little Saigon that are currently not available?
(i.e. types of shops, restaurants, services, activities, events etc.)

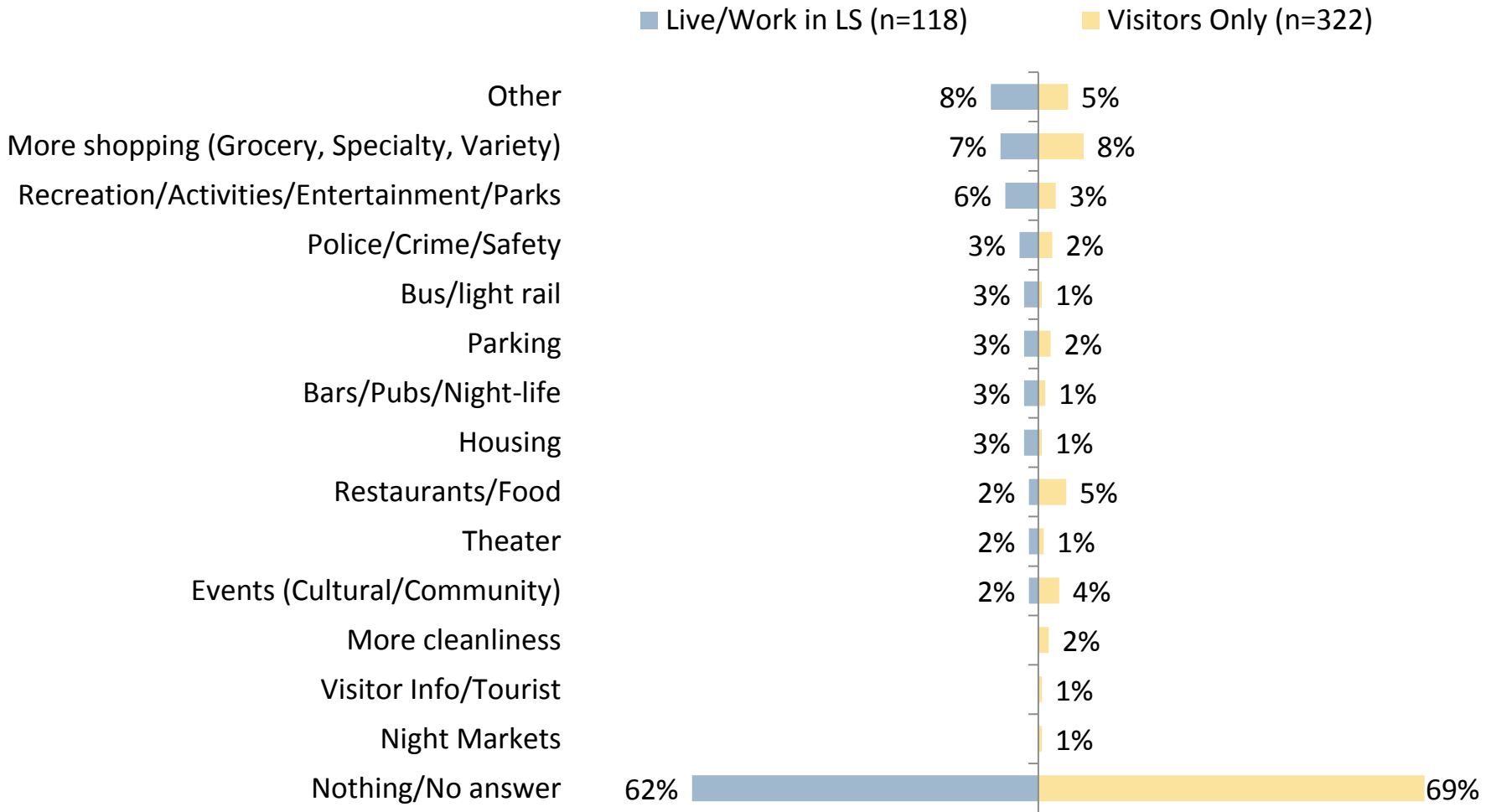
All Visitors and Residents



Improvements – by Neighborhood Connection



Q8. What are some things that you would like to see in Little Saigon that are currently not available? (i.e. types of shops, restaurants, services, activities, events etc.)



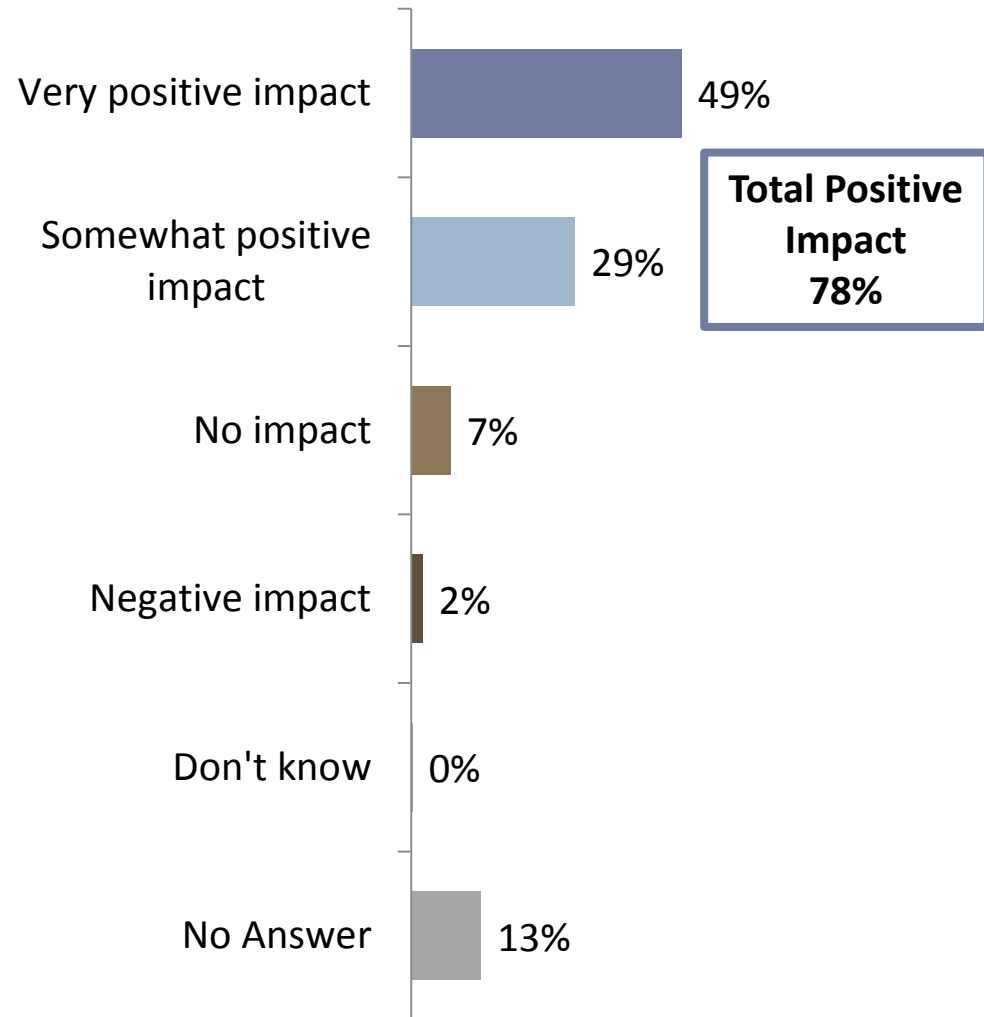
Landmark Development



- *Visitors and residents strongly support the Landmark mixed-use development – over three-quarters (78%) believe it will have a positive impact on the neighborhood. Nearly half (49% “Very positive impact”) show intense support for the development.*
- *Residents/employees are more intensely favorable about the development (56% “Very positive impact”) than visitors (46%), However, over three-quarters of both groups believe the project will have at least a somewhat positive impact on the neighborhood.*
- *All of the priorities tested very favorably among visitors and residents. At least three-fifths (61%-73% ‘4’ or ‘5’) believe each of the items “should be included” as part of the development.*
- *A strong majority of respondents ‘definitely’ want to see an eclectic mix of uses for the development, including: Vietnamese arts/cultural/history exhibitions (58% ‘5 – Definitely should include’ rating), community gatherings/festivals (58%), senior services (57%), social/health services (56%), job-finding programs (56%), arts and music performances (55%), and classes/workshops (56%).*

- *Overall, just under a fifth (17%) of visitors and residents are “Very interested” in the new apartments at the development. Another third are “Somewhat interested.”*
- *The respondent subgroups who express the most interest are South Seattle residents (60% “Very or Somewhat interested”), Asians (57%), <25 year olds (54%); Central Seattle residents (53%) and weekly visitors (52%).*
- *Of those who express interest, preferences are split between apartment sizes (42% studio/1BR; 40% 2BR). A strong majority (58%) prefer to rent instead of own (23%).*

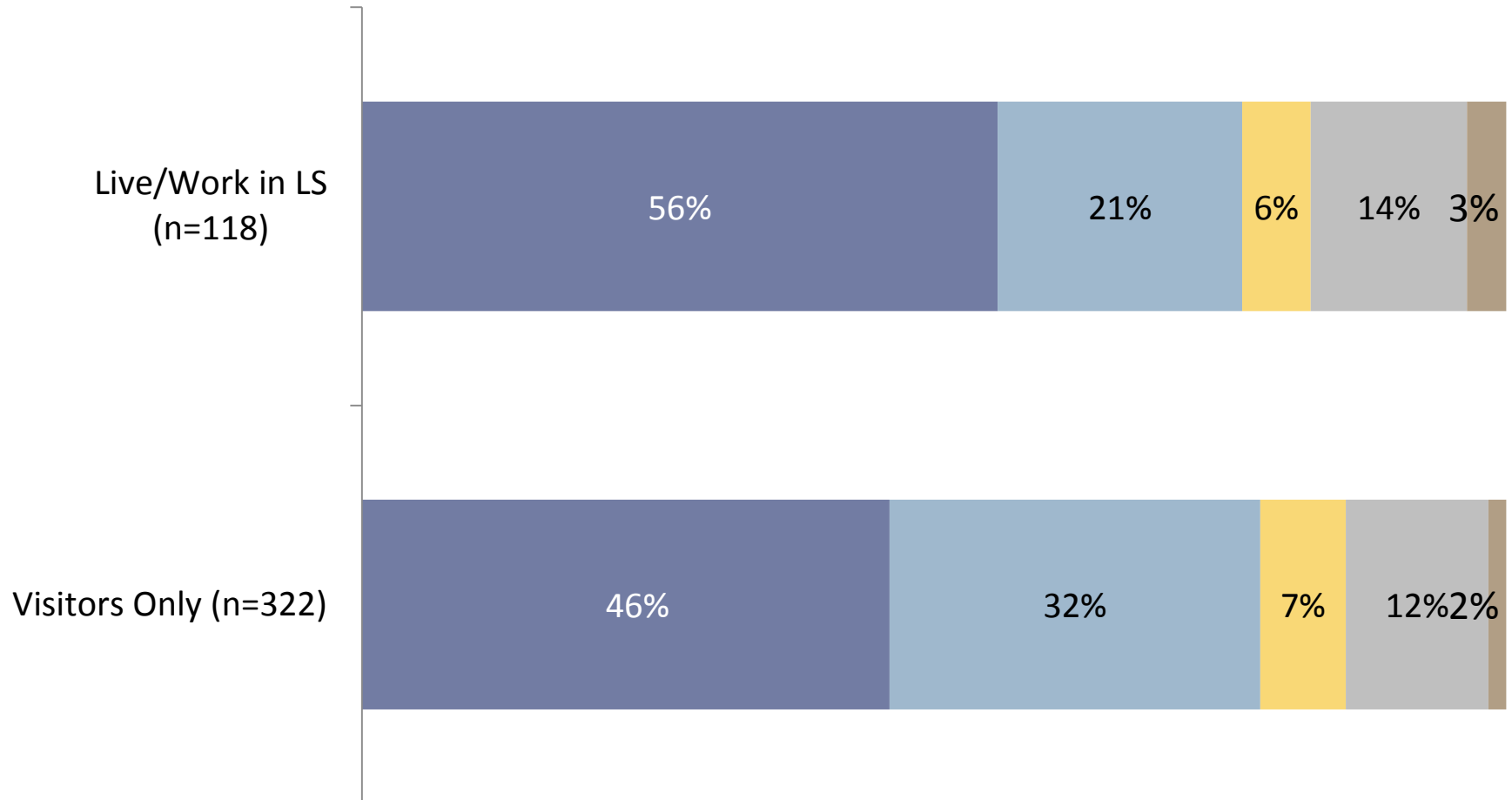
Q11. There is a proposal for a new mixed-use development called The Little Saigon Landmark that will include a Vietnamese cultural/community center, and new apartments. This center would provide space for social and cultural programs serving youths, families and seniors. What kind of impact do you think this would have on Little Saigon?



Landmark Impact – by Neighborhood Connection

Q11. What kind of impact do you think this would have on Little Saigon?

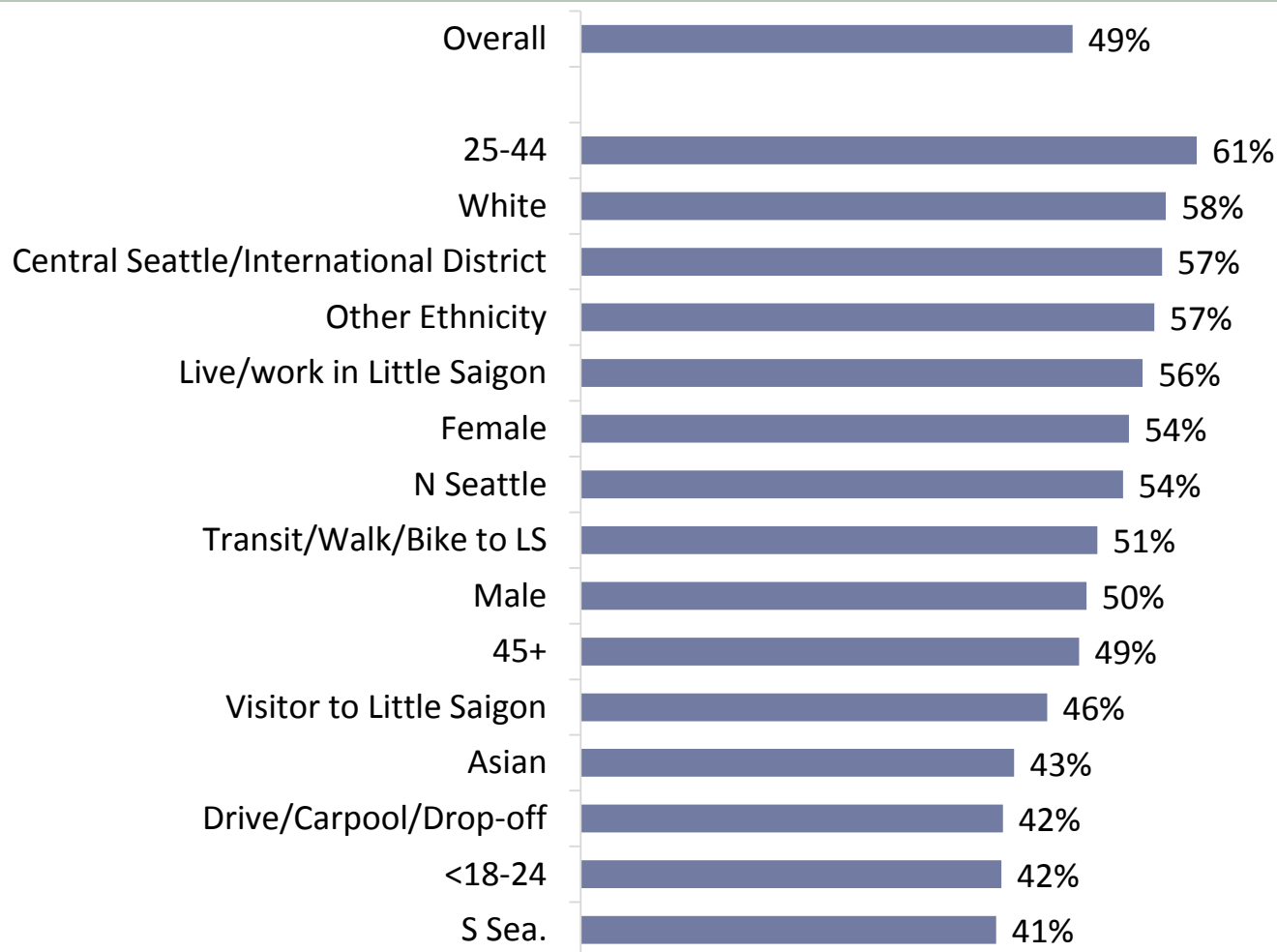
■ Very positive impact ■ Somewhat positive impact ■ No impact ■ DK/No answer ■ Negative impact



Landmark Impact – by Subgroup



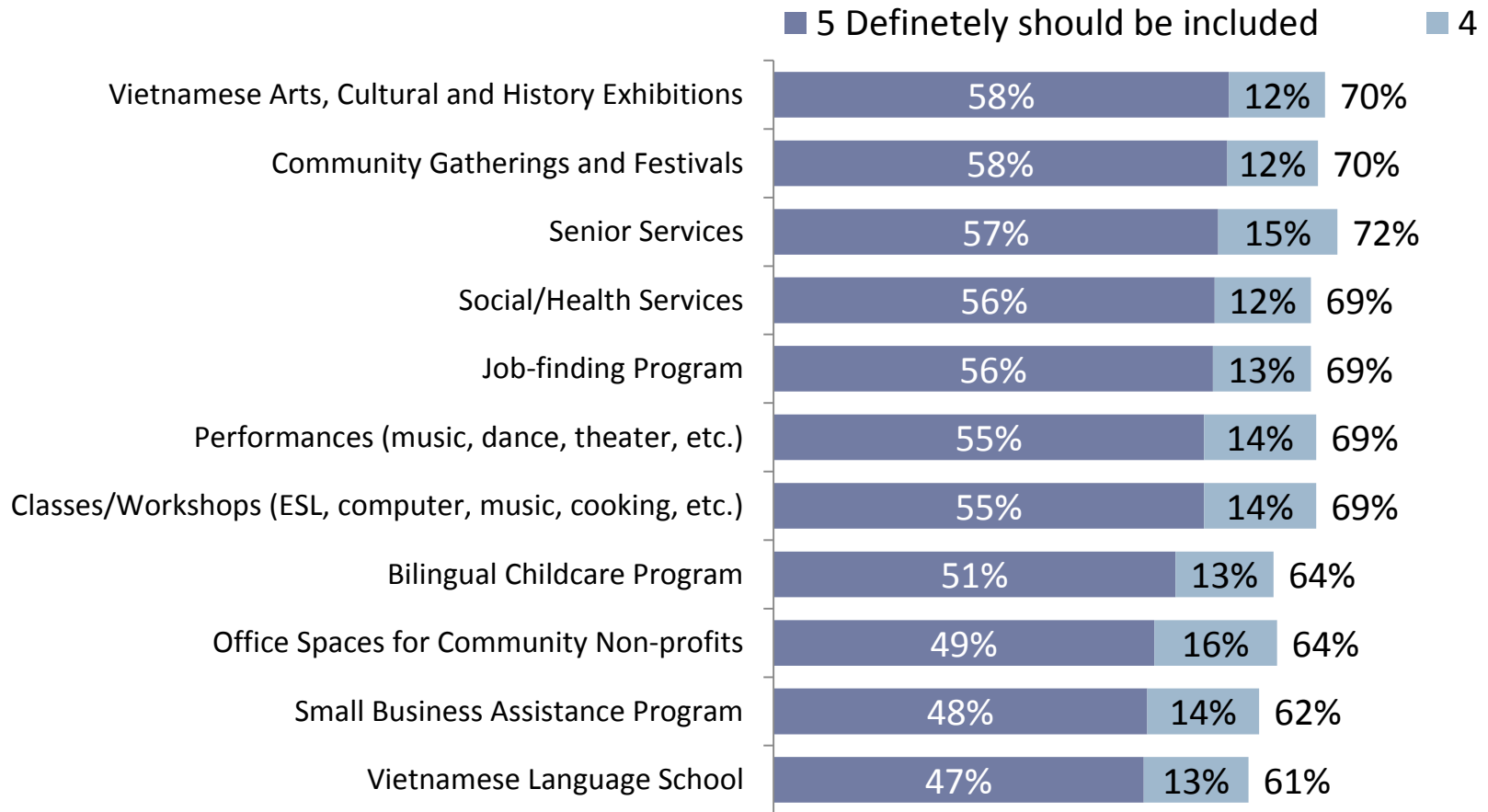
*Percent of subgroups that indicate agree the Landmark development would have a **very positive impact***



Landmark Priorities - Overall



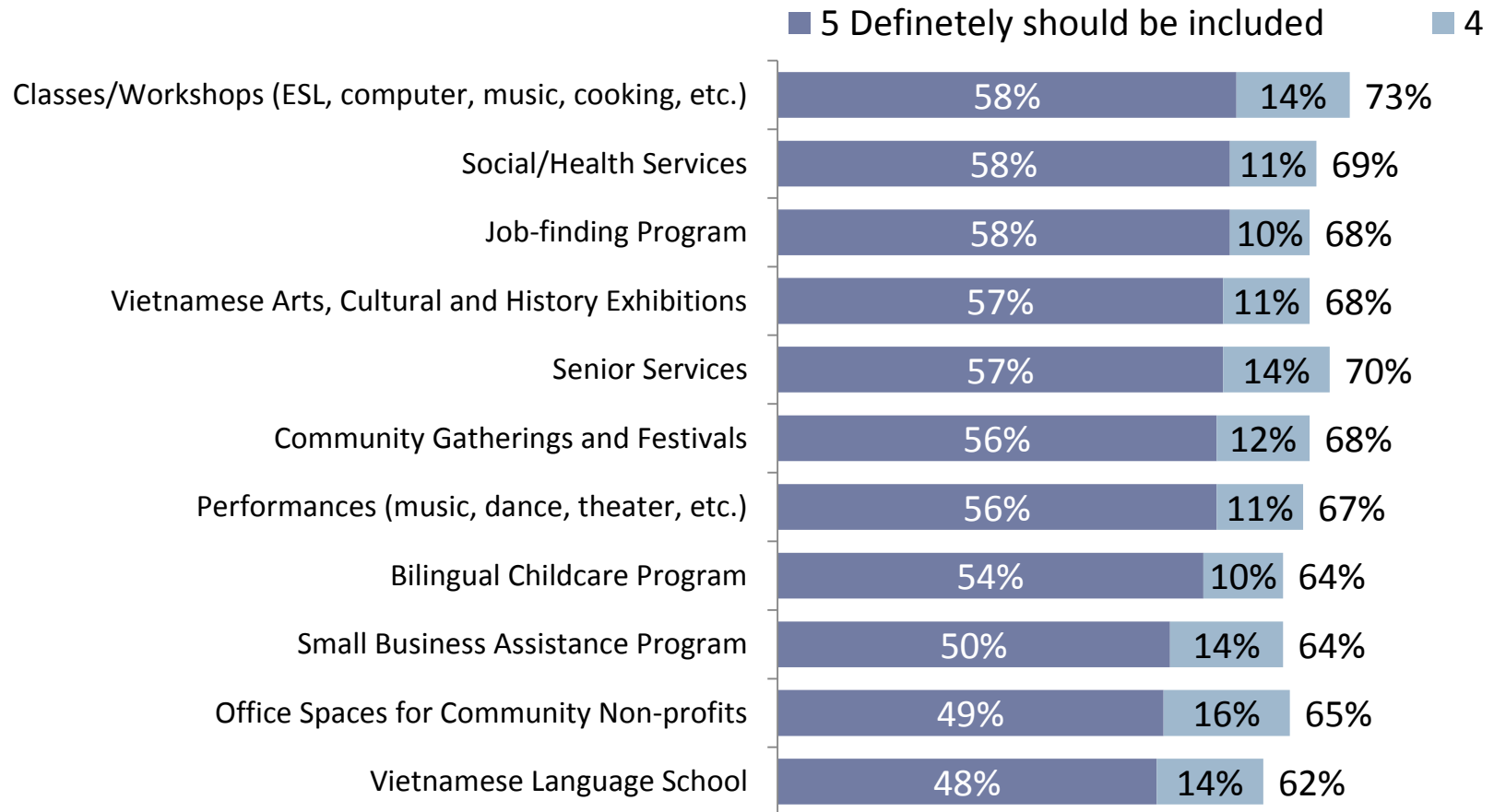
Q12. If this development is built, what would you like to see included? Please rate each using a scale from 1 to 5, where 1 is 'Definitely should NOT be included' and 5 is 'Definitely SHOULD be included.'



Landmark Priorities – Among LS Residents/Employees

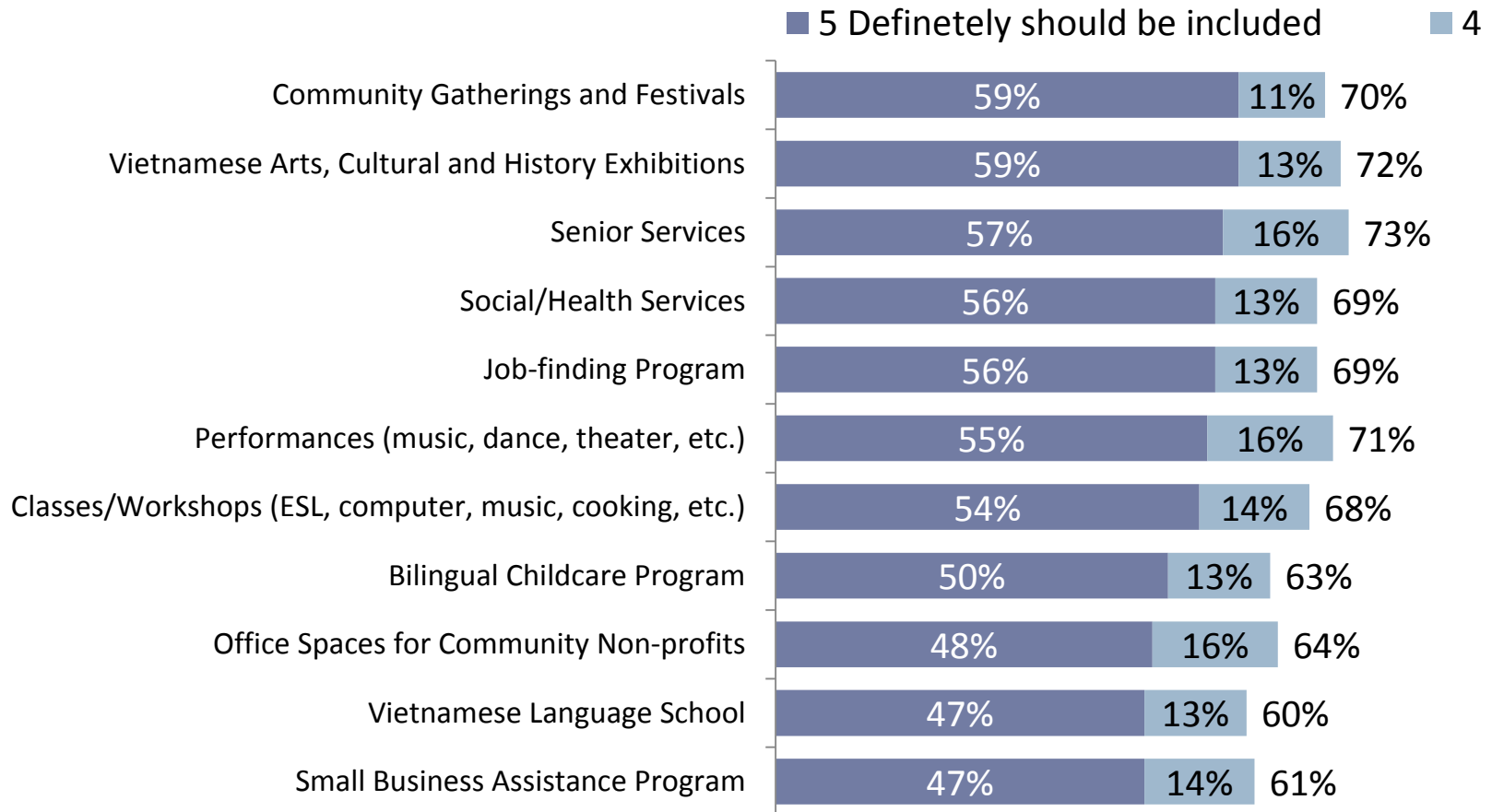


Q12. If this development is built, what would you like to see included? Please rate each using a scale from 1 to 5, where 1 is 'Definitely should NOT be included' and 5 is 'Definitely SHOULD be included.'



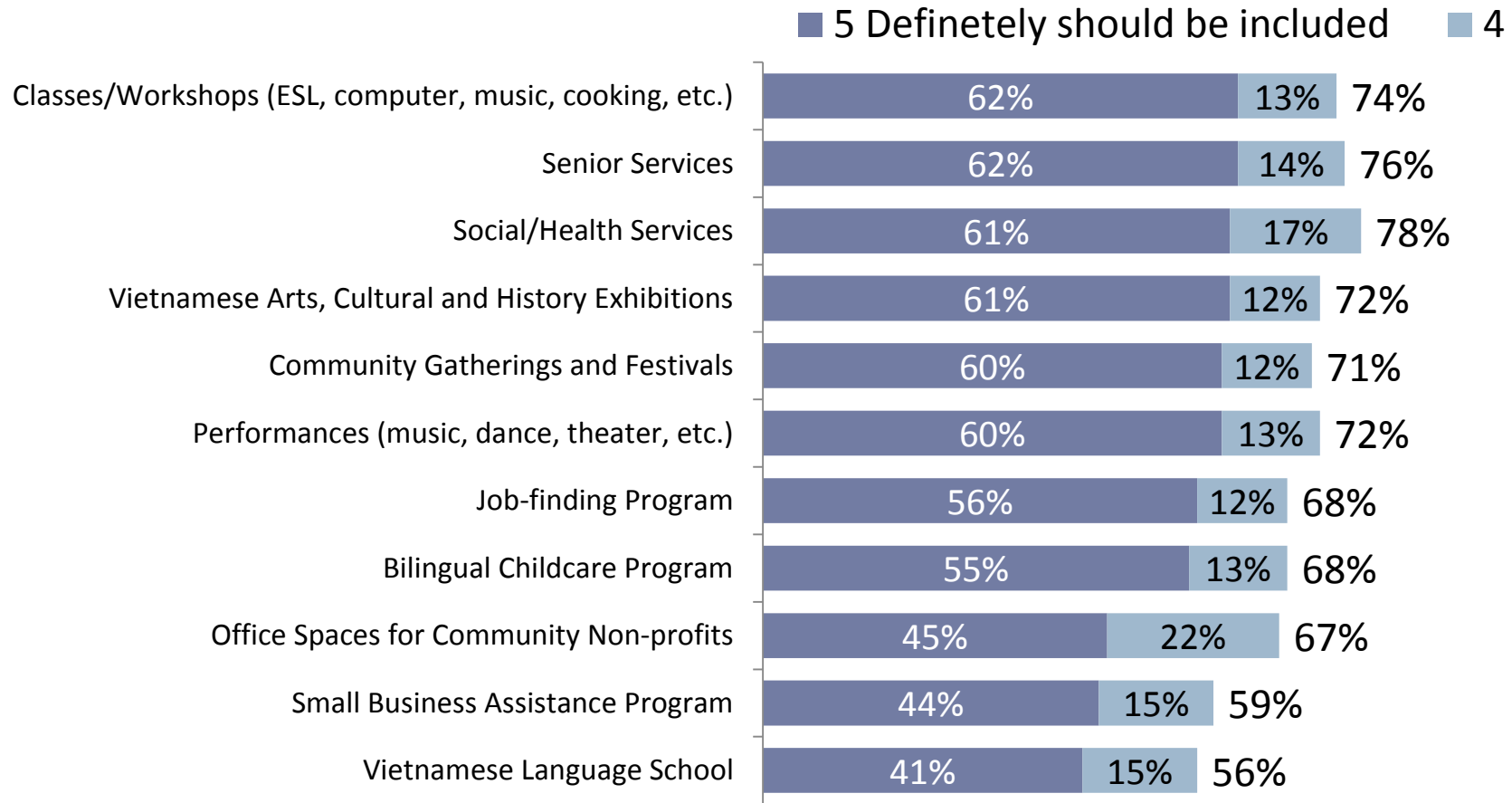
Landmark Priorities – Among Visitors

Q12. If this development is built, what would you like to see included? Please rate each using a scale from 1 to 5, where 1 is 'Definitely should NOT be included' and 5 is 'Definitely SHOULD be included.'





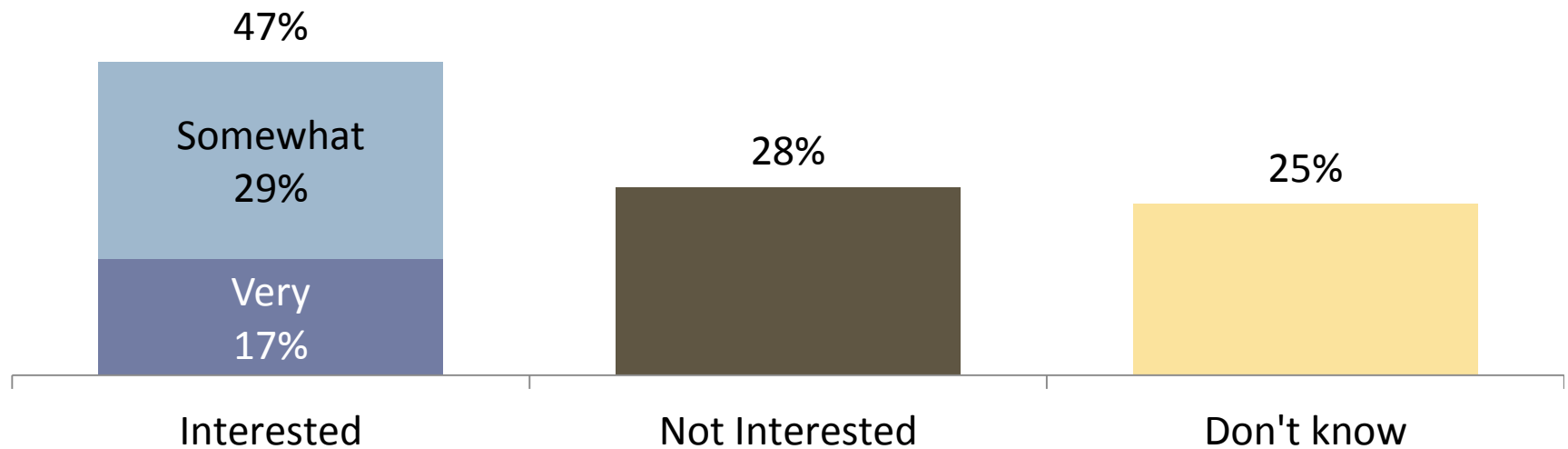
Q12. If this development is built, what would you like to see included? Please rate each using a scale from 1 to 5, where 1 is 'Definitely should NOT be included' and 5 is 'Definitely SHOULD be included.'



Interest in Apartments - Overall

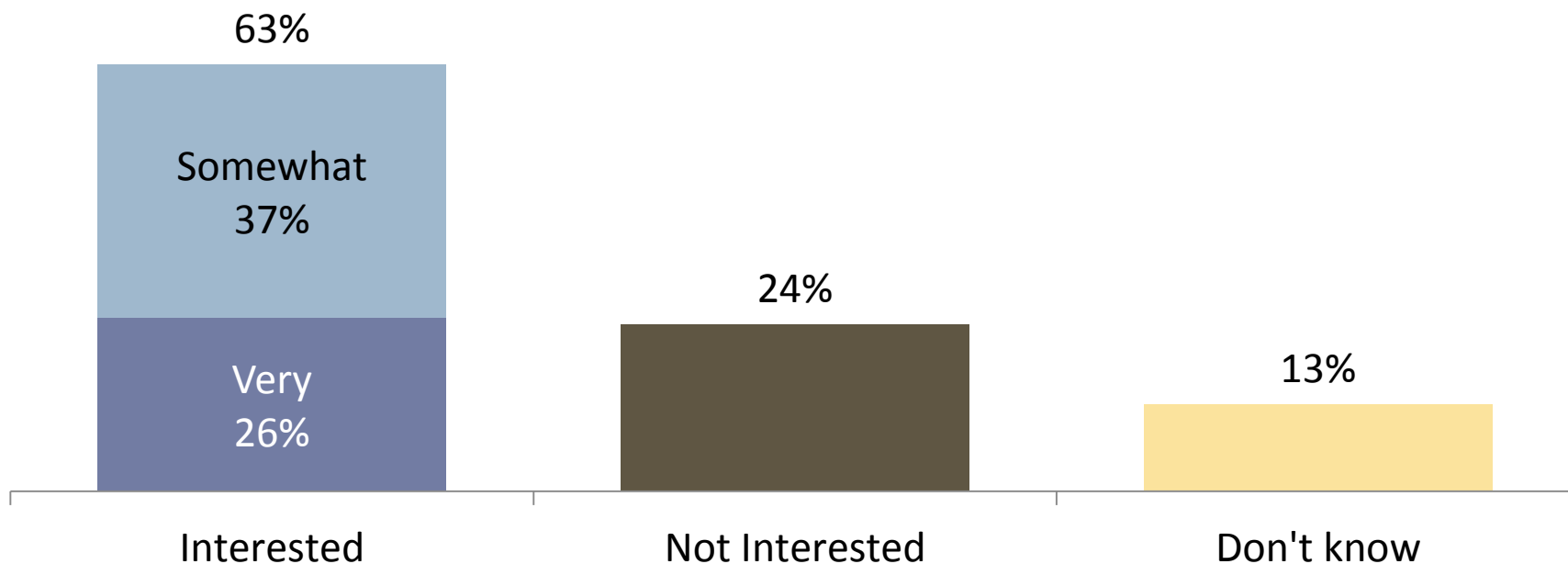
Q13. How interested would you be in living in one of the new apartments that would be part of this development?

All Visitors and Residents



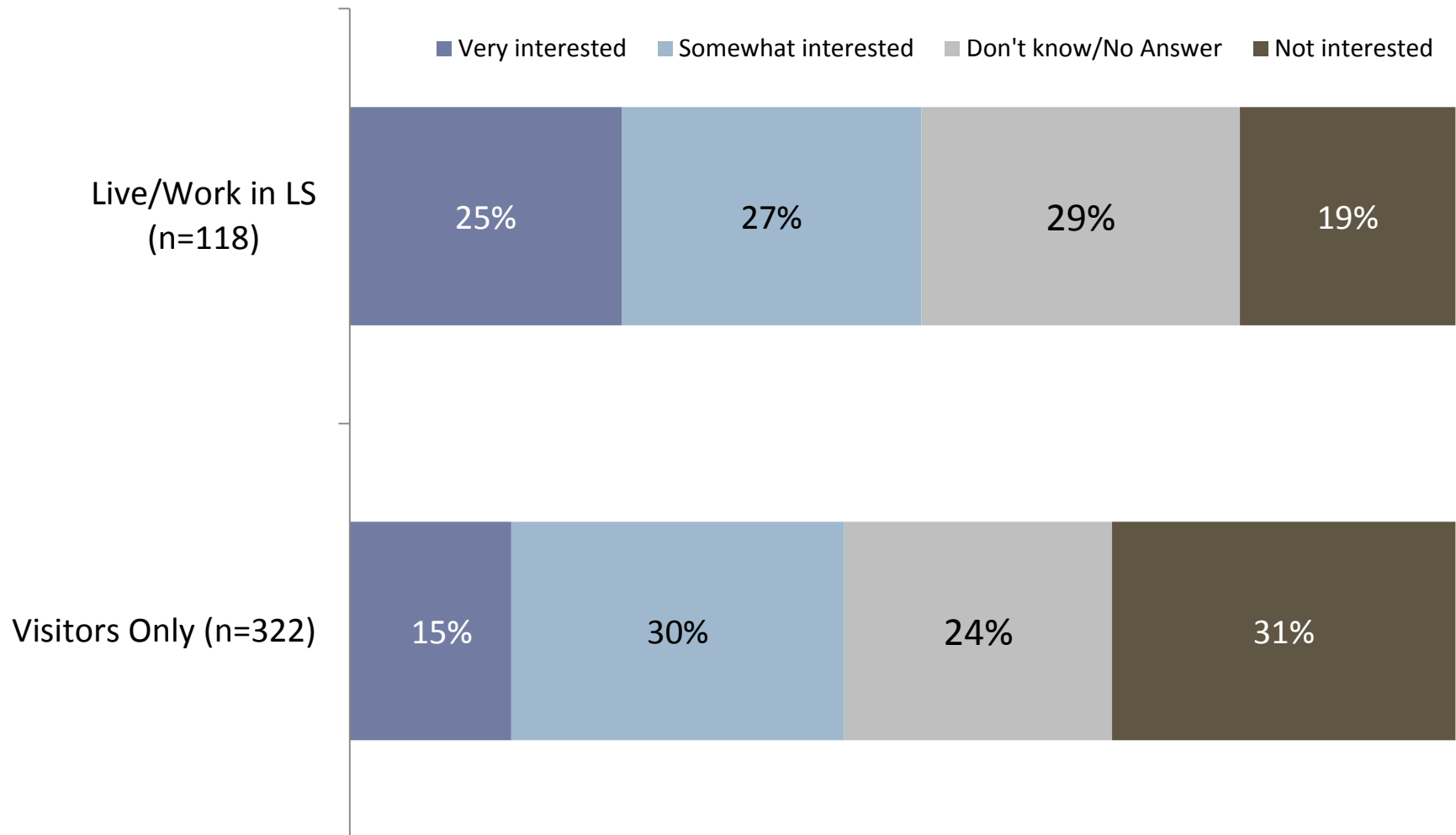
Q13. How interested would you be in living in one of the new apartments that would be part of this development?

International District/Beacon Hill/Pioneer Square Residents Only



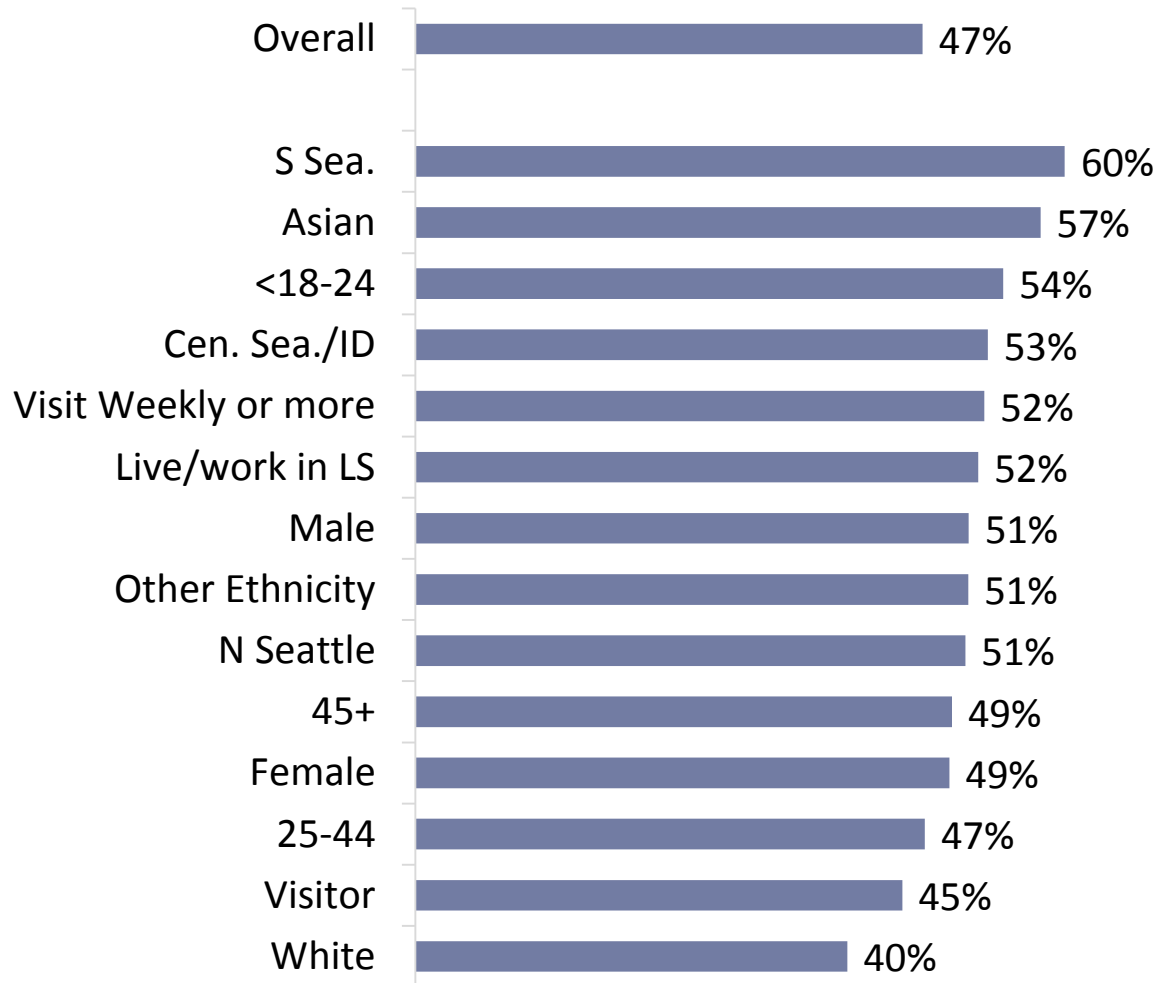
Interest in Apartments – by Neighborhood Connection

Q13. How interested would you be in living in one of the new apartments that would be part of this development?



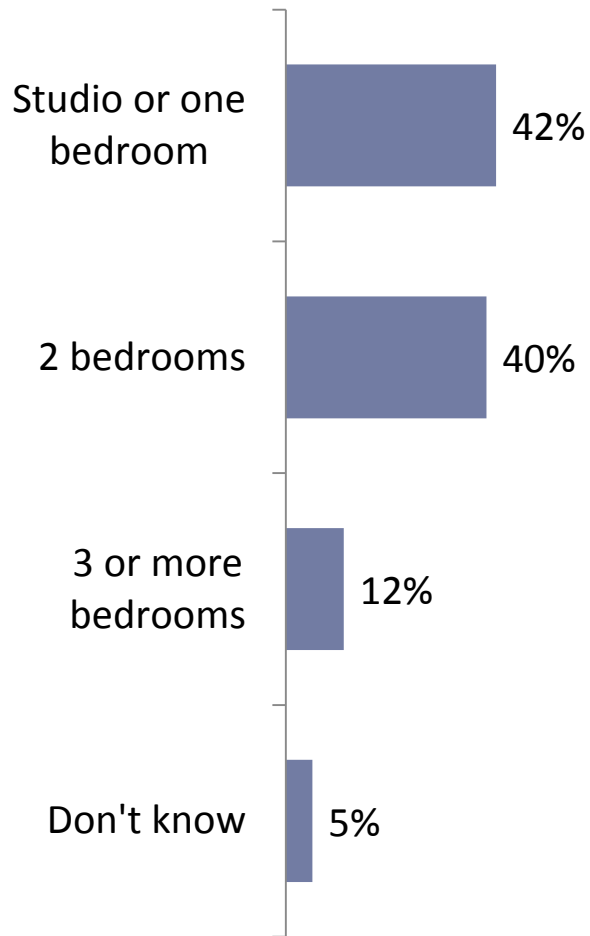
Interest in Apartments – by Subgroup

Percent of subgroups that indicate they would be **very or somewhat interested** in a new apartment
(n=205)

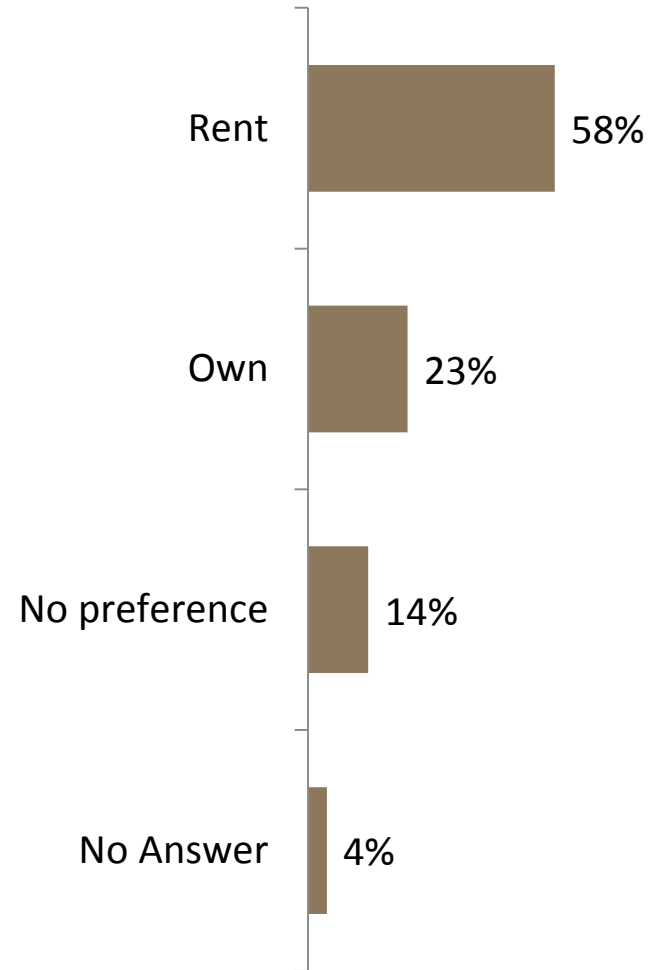


Apartment Preferences

Q14. If you said very/somewhat interested, what size would you want? (n=205)



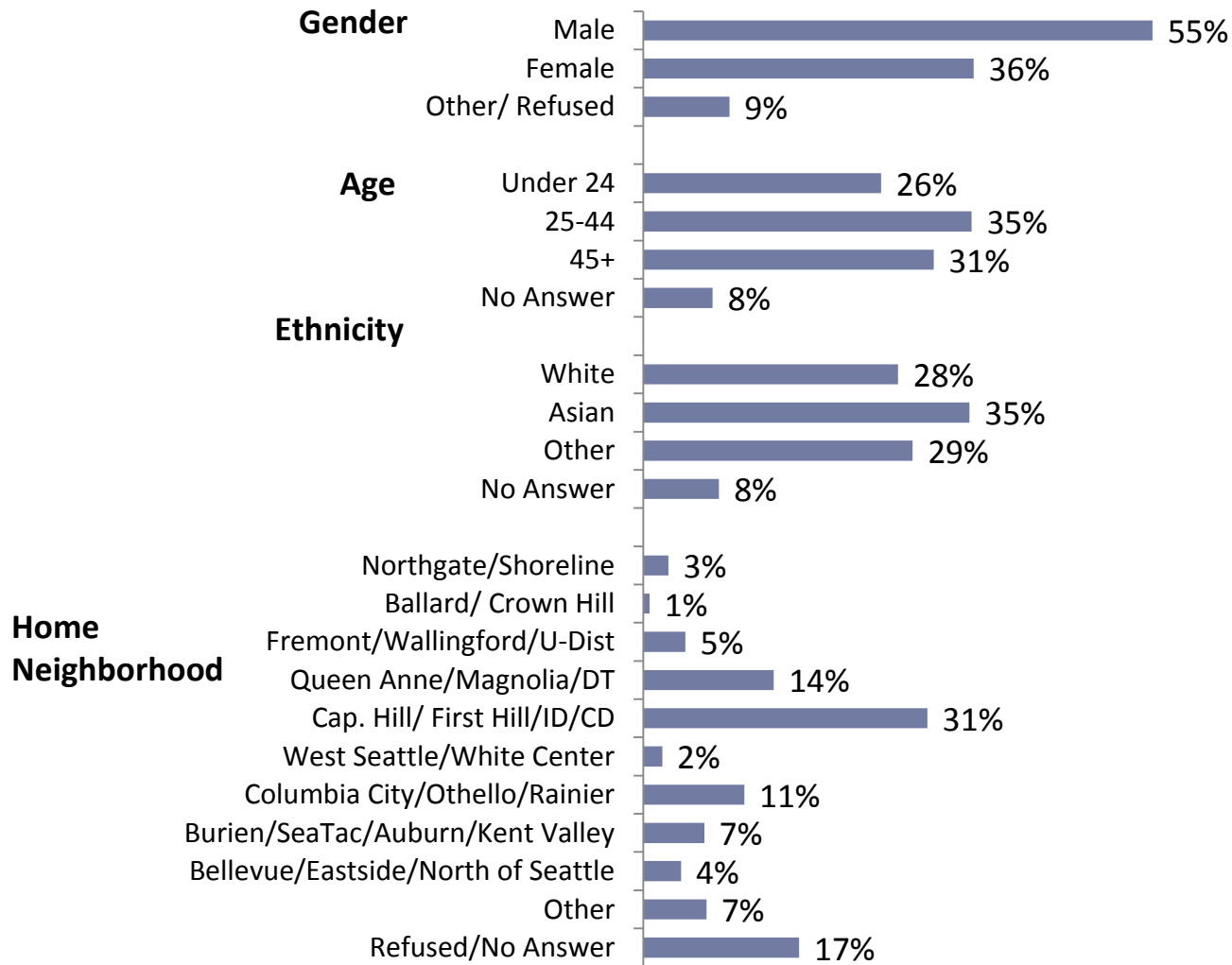
Q15. If you said very/somewhat interested, would you prefer to rent or own? (n=205)



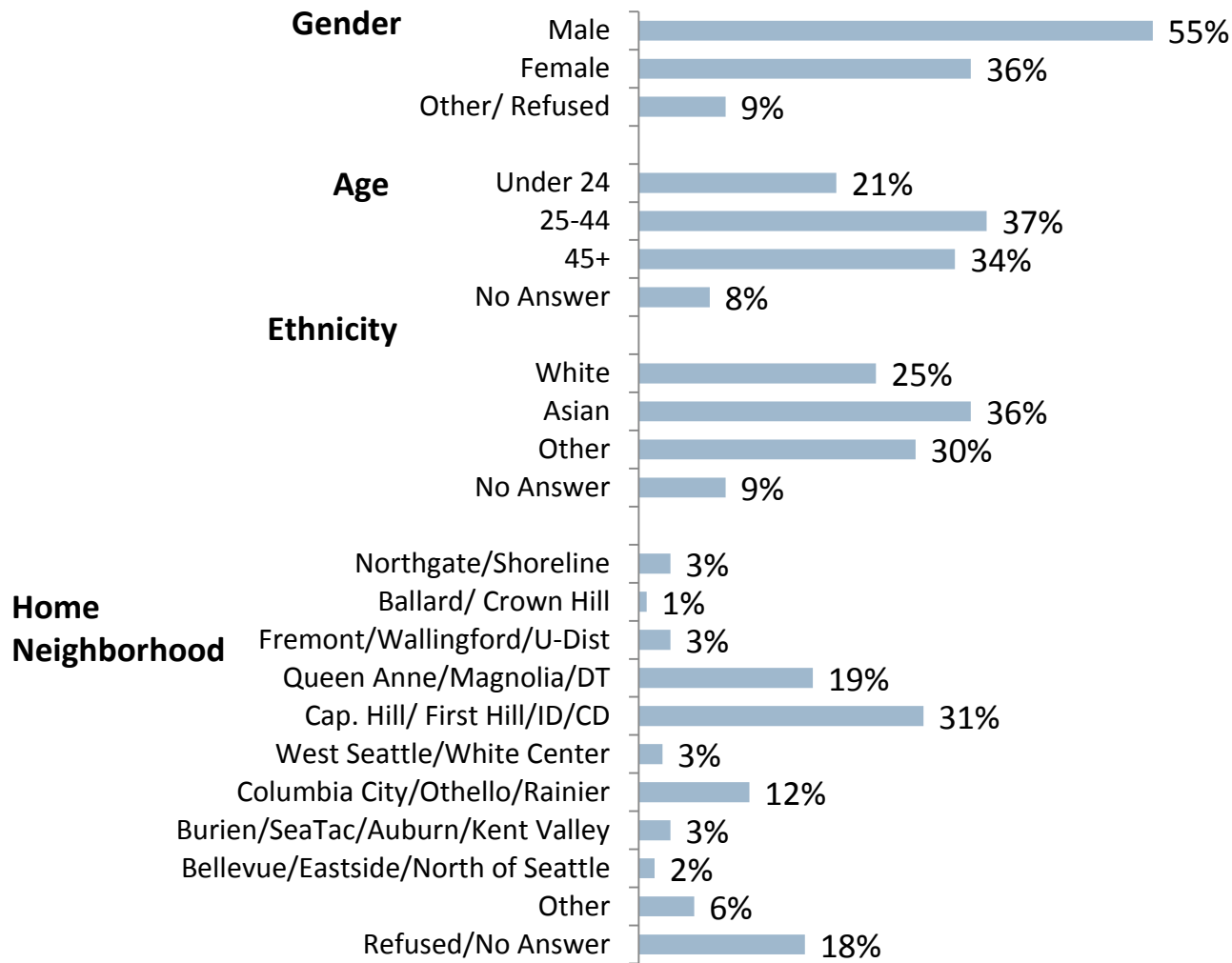
Demographic Profile



Demographics - Overall



Demographics – Residents/Employees



Demographics – Visitors

