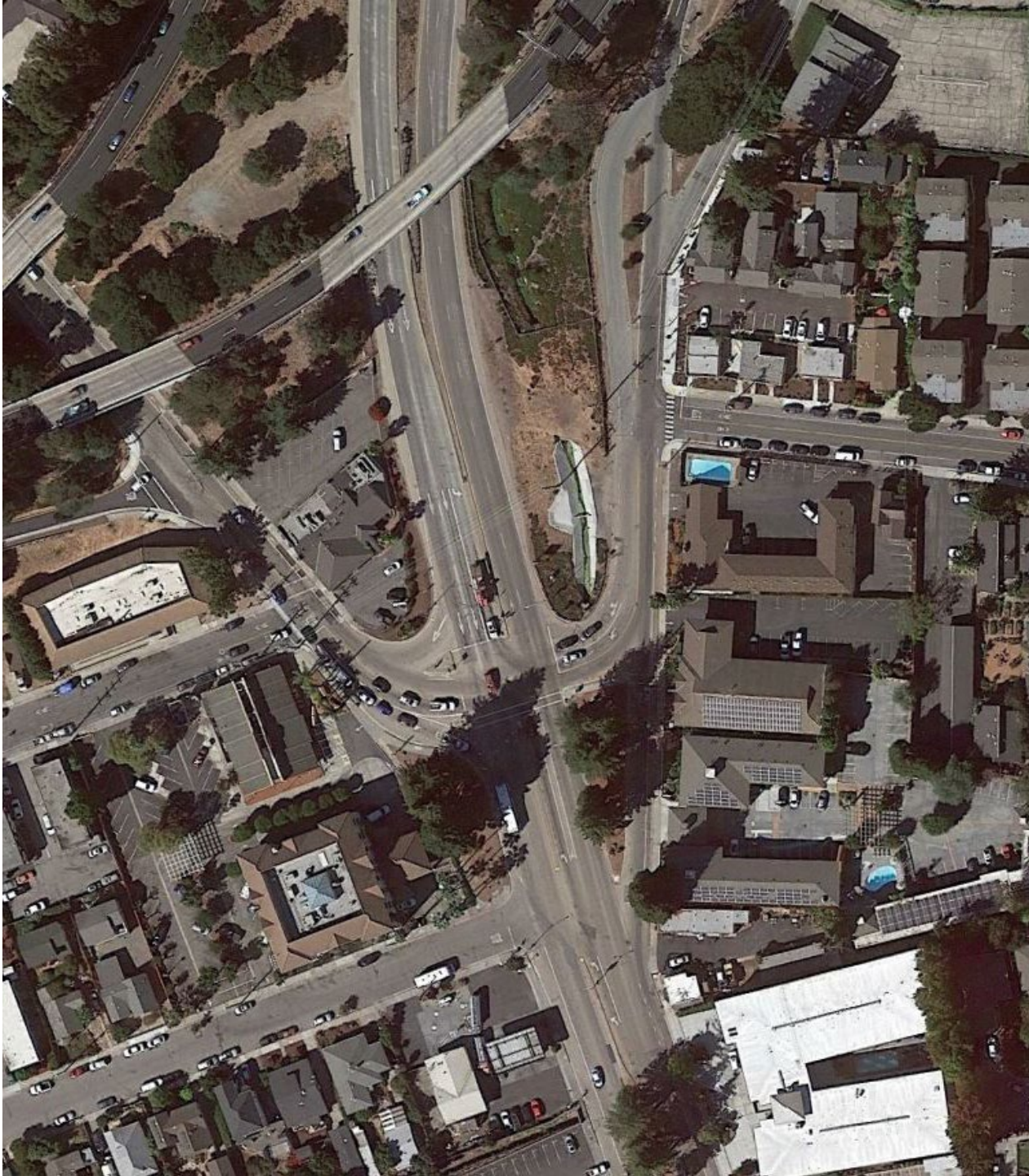


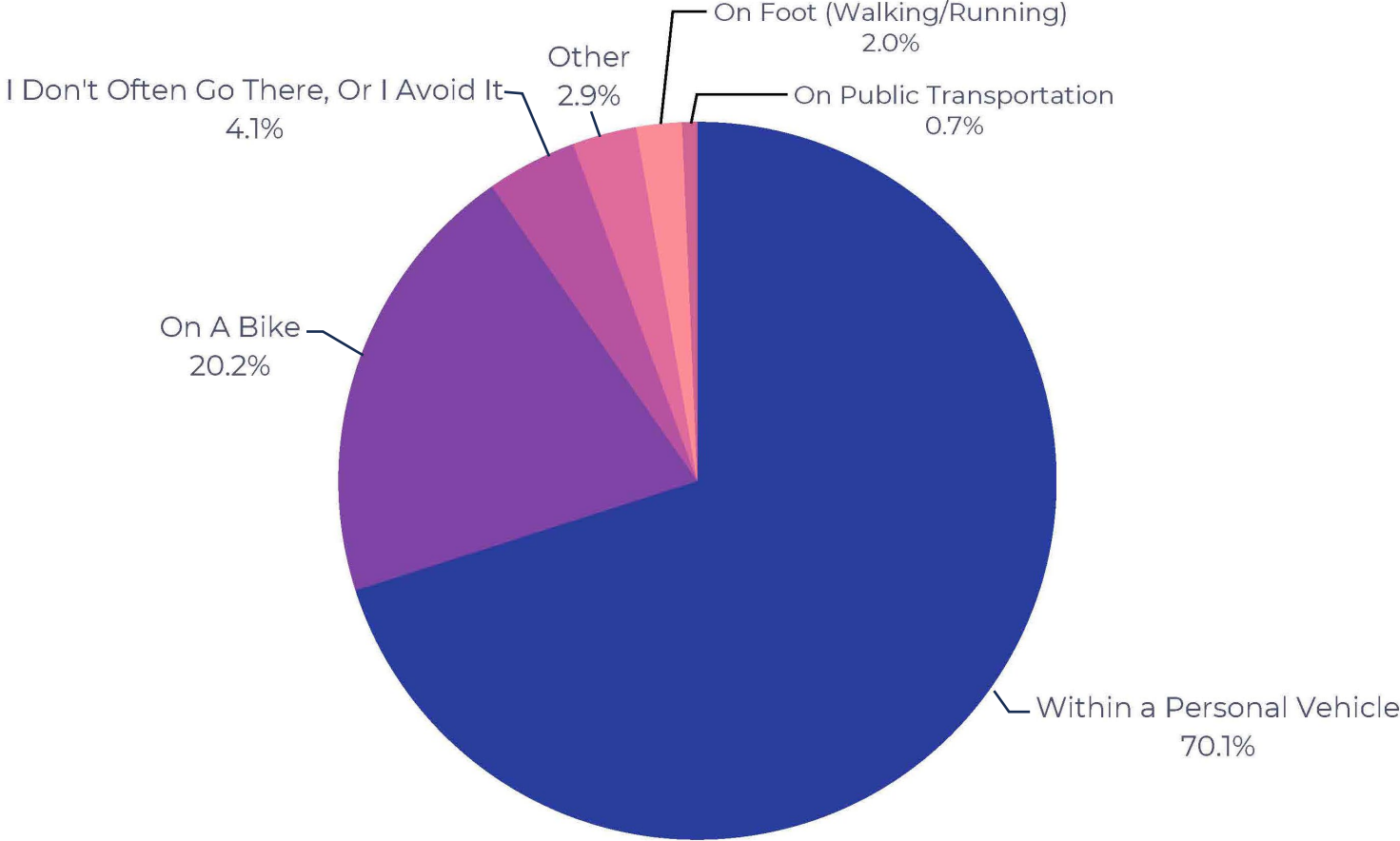
SANTA CRUZ
OCEAN STREET GATEWAY
SURVEY RESULTS #1
6/26/2023



Question 1 – Survey Results

Q1 How do you typically experience the Ocean Street Gateway?

Answered: 588 Skipped: 1



Question 1 – Survey Results

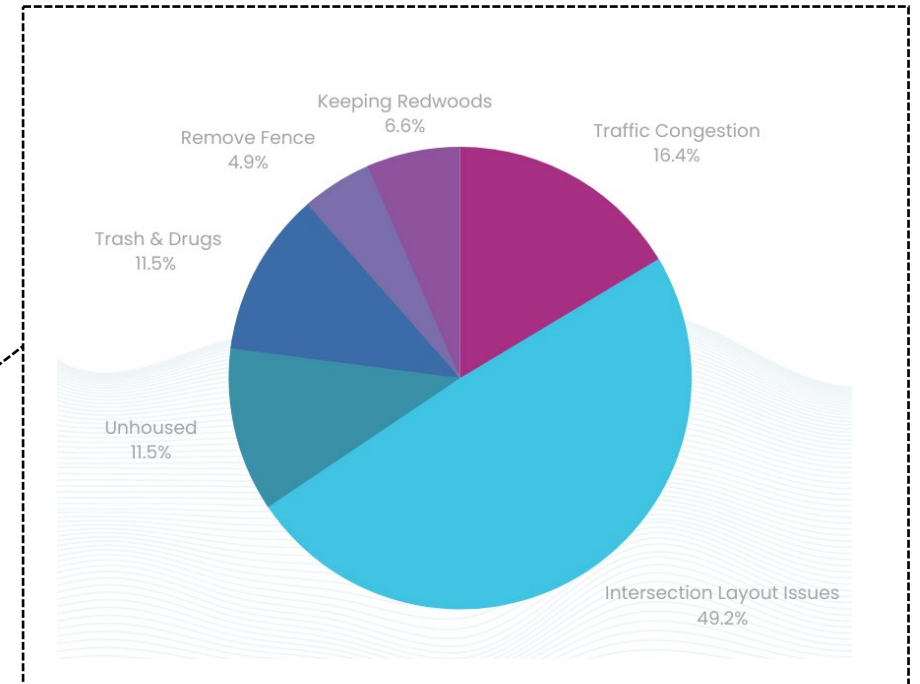
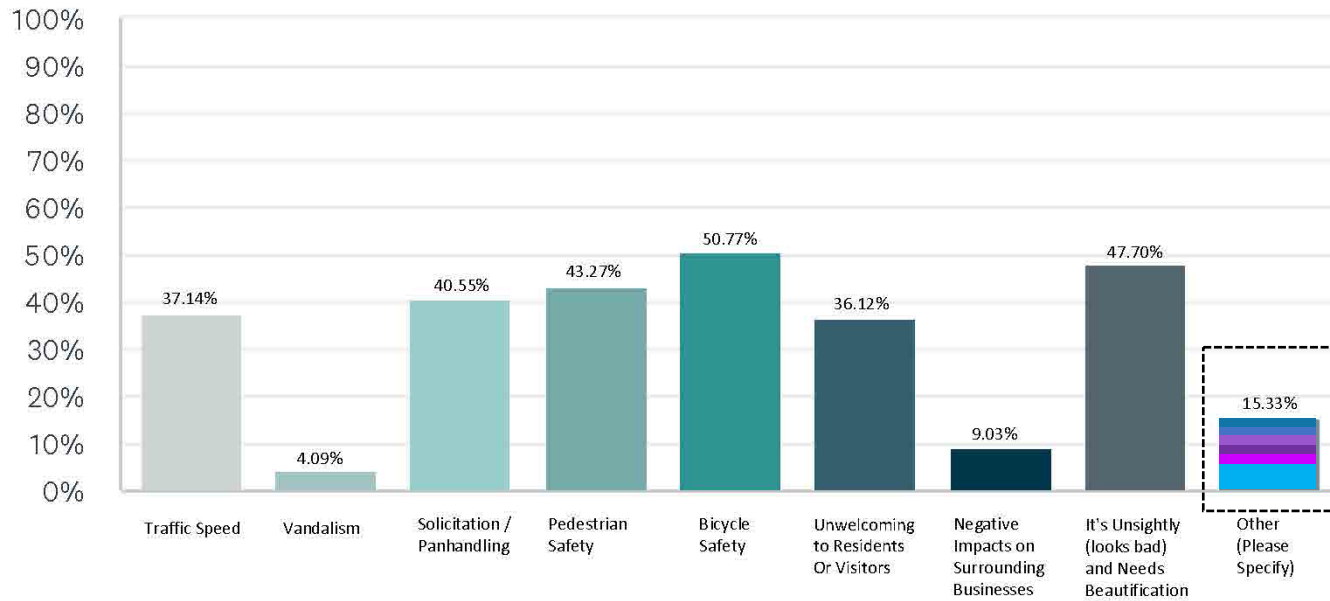
Q1 How do you typically experience the Ocean Street Gateway?

ANSWER CHOICES	RESPONSES	
From within a personal vehicle (car, motorbike etc.)	70.1%	412
On foot (walking/running)	2.0%	12
On a bike	20.2%	119
On Public Transportation	0.7%	4
I don't often go there, or I avoid it if possible	4.1%	24
Other (please specify)	2.9%	17
TOTAL		588

Question 2 – Survey Results

Q2 What are your top 3 concerns about the current intersection at Ocean Street and Highway 17? (Check top 3)

Answered: 587 Skipped: 2



Question 2 – Survey Results

Q2 What are your top 3 concerns about the current intersection at Ocean Street and Highway 17? (Check top 3)

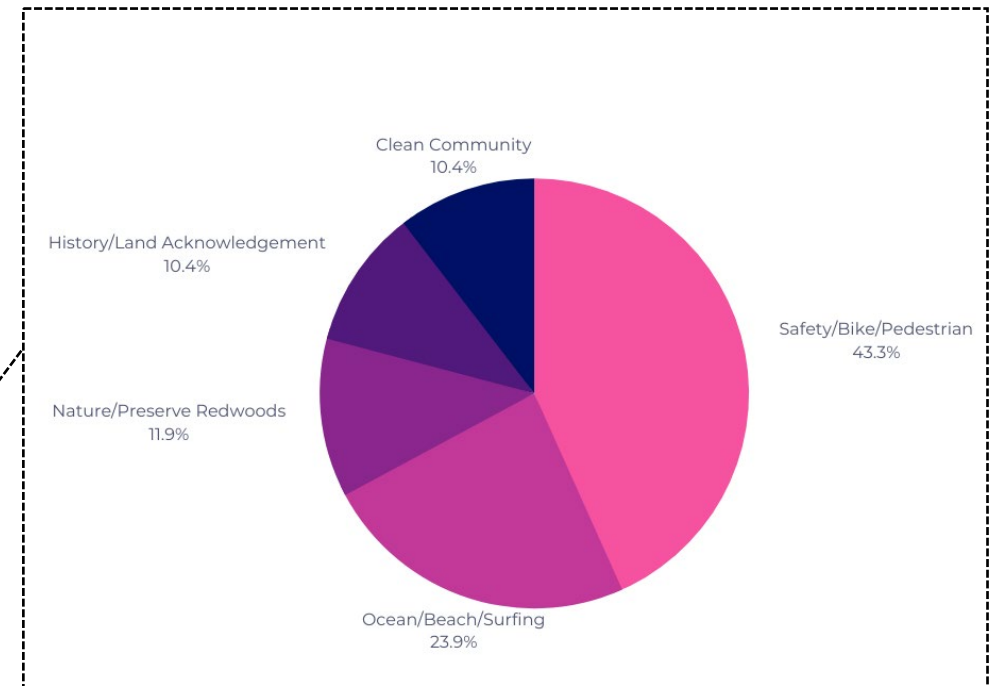
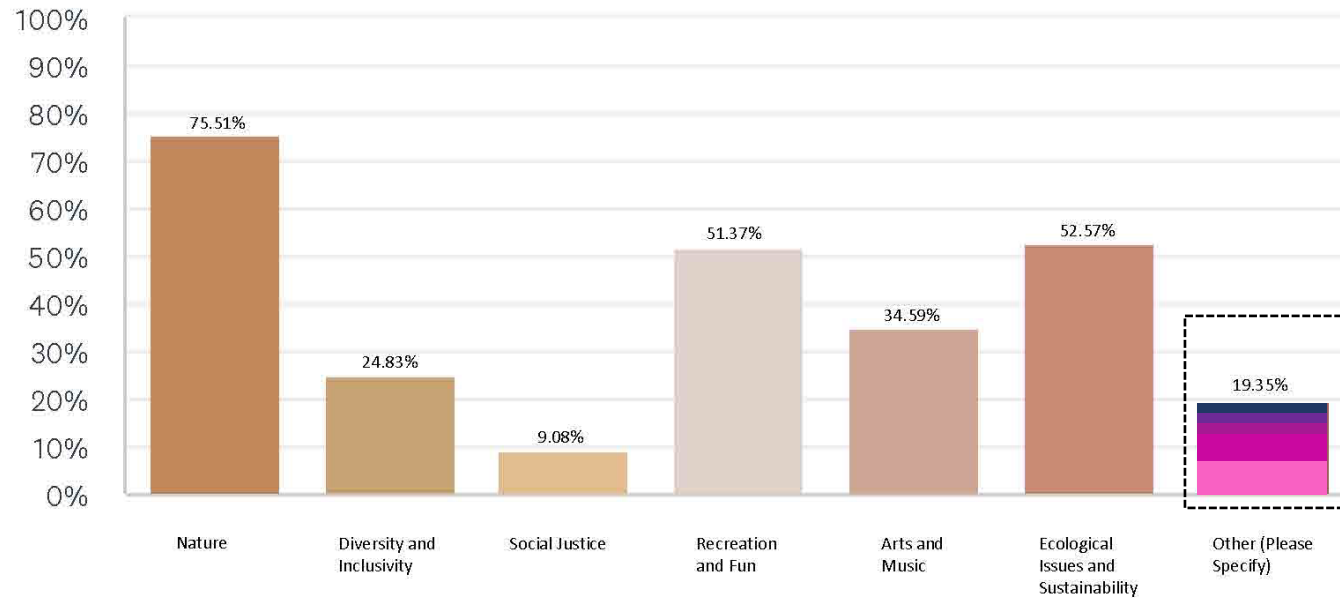
Answered: 587 Skipped: 2

ANSWER CHOICES	RESPONSES	
Traffic speed	37.14%	218
Vandalism	4.09%	24
Solicitation/panhandling	40.55%	238
Pedestrian safety	43.27%	254
Bicycle safety	50.77%	298
Unwelcoming to residents or visitors to Santa Cruz	36.12%	212
Negative impacts on surrounding businesses	9.03%	53
It's unsightly (looks bad) and needs beautification	47.70%	280
Other (please specify)	15.33%	90
Total Respondents: 587		

Question 3 – Survey Results

Q3 Are there any themes, ideas, or values that you feel are important to the Santa Cruz community identity/experience, and that you feel the Ocean Street gateway should convey to visitors and residents? (Check top 3)

Answered: 584 Skipped: 5



Question 3 – Survey Results

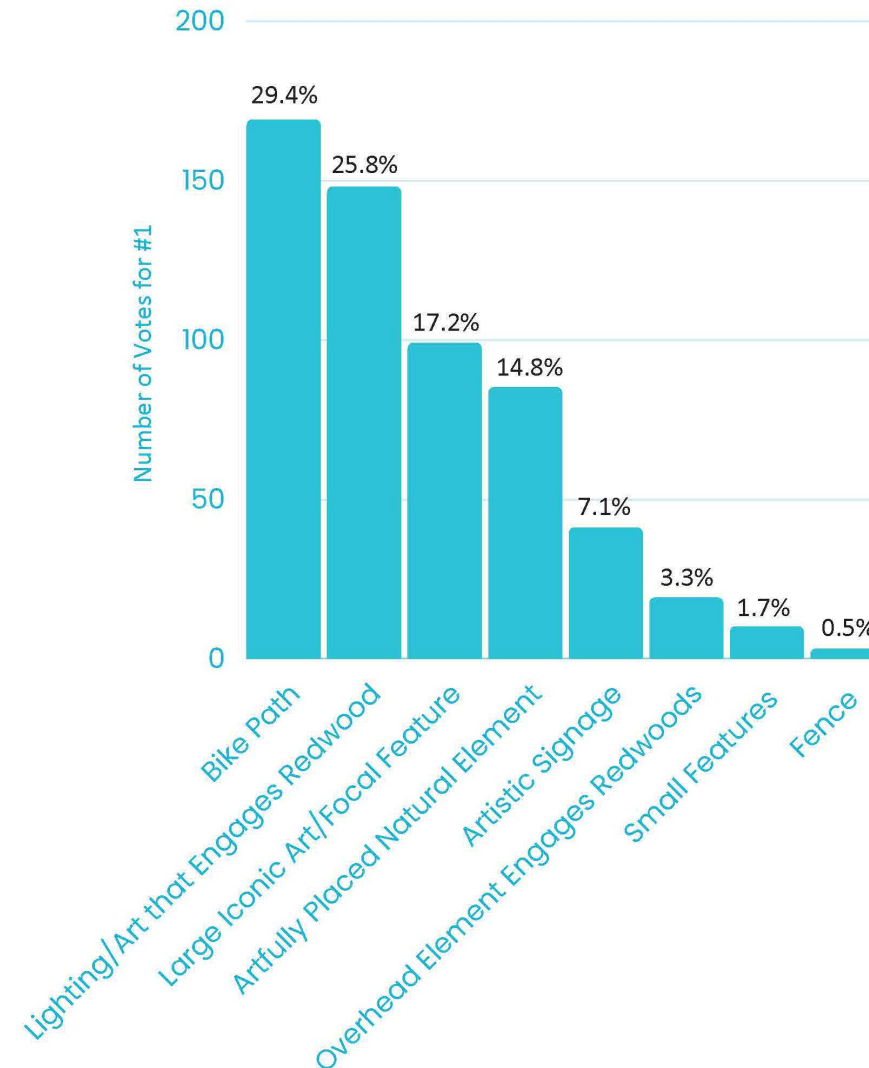
Q3 Are there any themes, ideas, or values that you feel are important to the Santa Cruz community identity/experience, and that you feel the Ocean Street gateway should convey to visitors and residents? (Check top 3)

ANSWER CHOICES	RESPONSES	
Nature	75.51%	441
Diversity and Inclusivity	24.83%	145
Social Justice	9.08%	53
Recreation and Fun	51.37%	300
Arts and Music	34.59%	202
Ecological Issues and Sustainability	52.57%	307
Other (please specify)	19.35%	113
Total Respondents: 584		

Question 4 – Survey Results

Q4 When you think of public art in this space what features would you most like to see there? (Drag or use the arrows to arrange in order of preference)

Answered: 574 Skipped: 15



Question 4 – Survey Results

Q4 When you think of public art in this space what features would you most like to see there? (Drag or use the arrows to arrange in order of preference)

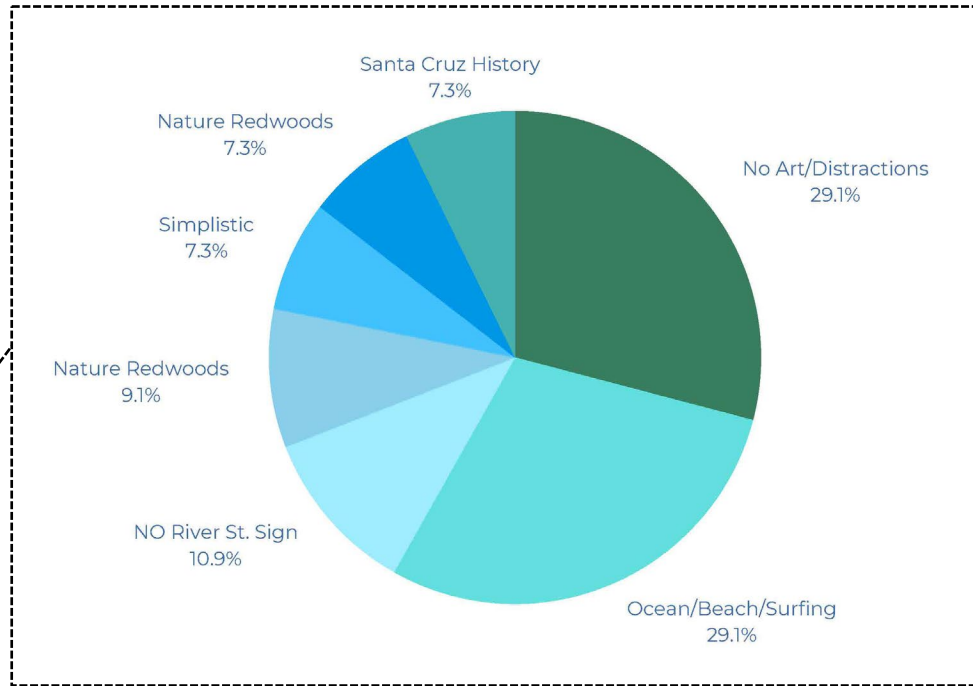
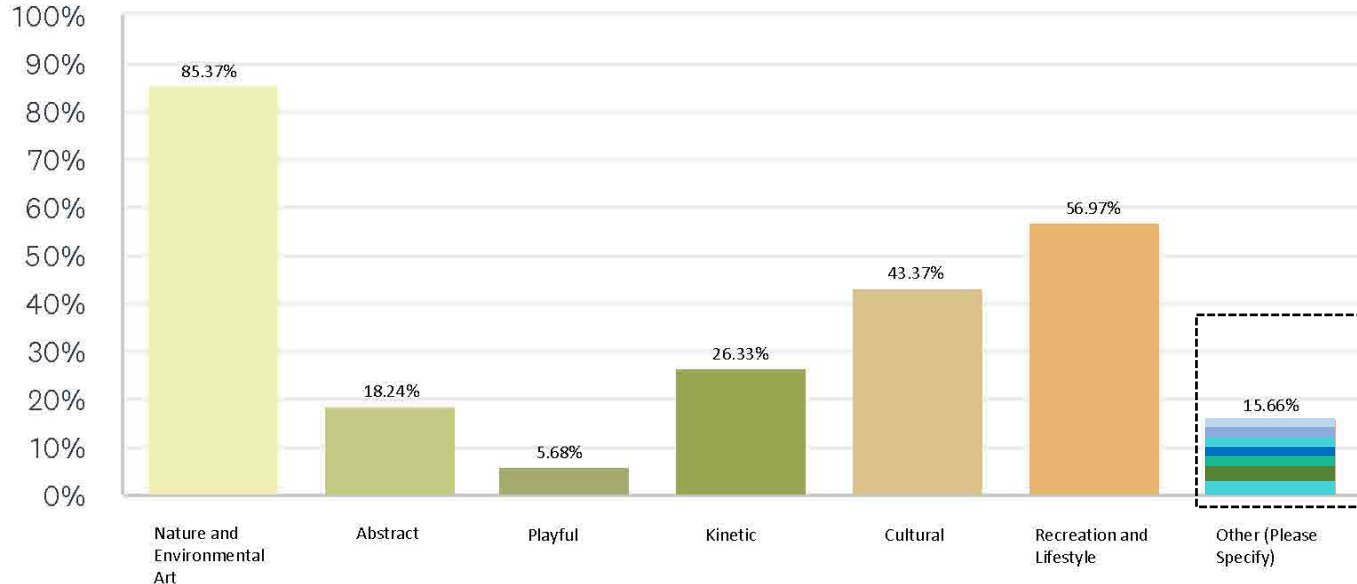
Answered: 574 Skipped: 15

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Large iconic art piece or focal feature	17.25% 99	10.80% 62	10.80% 62	12.54% 72	12.89% 74	13.24% 76	14.63% 84	7.84% 45	574	4.70
Lighting or art that engages the redwood trees	25.78% 148	24.74% 142	20.73% 119	12.37% 71	8.36% 48	4.70% 27	2.26% 13	1.05% 6	574	6.19
Artistic signage	7.14% 41	16.55% 95	20.91% 120	21.08% 121	18.29% 105	10.45% 60	4.53% 26	1.05% 6	574	5.18
Small art features throughout the entire site	1.74% 10	4.01% 23	10.28% 59	18.99% 109	24.39% 140	22.82% 131	13.24% 76	4.53% 26	574	3.96
Artfully placed natural elements	14.81% 85	25.44% 146	16.72% 96	12.89% 74	12.37% 71	13.07% 75	3.66% 21	1.05% 6	574	5.58
Overhead decorative elements that engage the redwoods	3.31% 19	7.32% 42	9.06% 52	12.72% 73	14.63% 84	24.74% 142	24.22% 139	4.01% 23	574	3.81
Fence	0.52% 3	1.22% 7	2.09% 12	2.09% 12	2.09% 12	5.57% 32	23.34% 134	63.07% 362	574	1.71
Bike Path	29.44% 169	9.93% 57	9.41% 54	7.32% 42	6.97% 40	5.40% 31	14.11% 81	17.42% 100	574	4.88

Question 5 – Survey Results

Q5 What sort of public art most appeals to you for a future Ocean St. gateway? (Check top 3)

Answered: 581 Skipped: 8



Question 5 – Survey Results

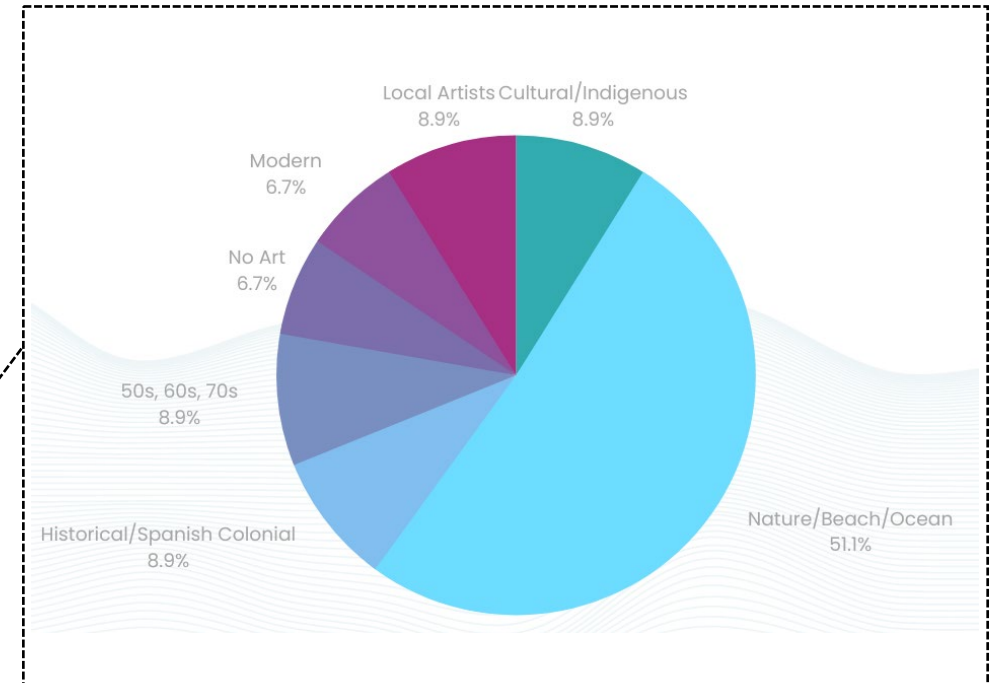
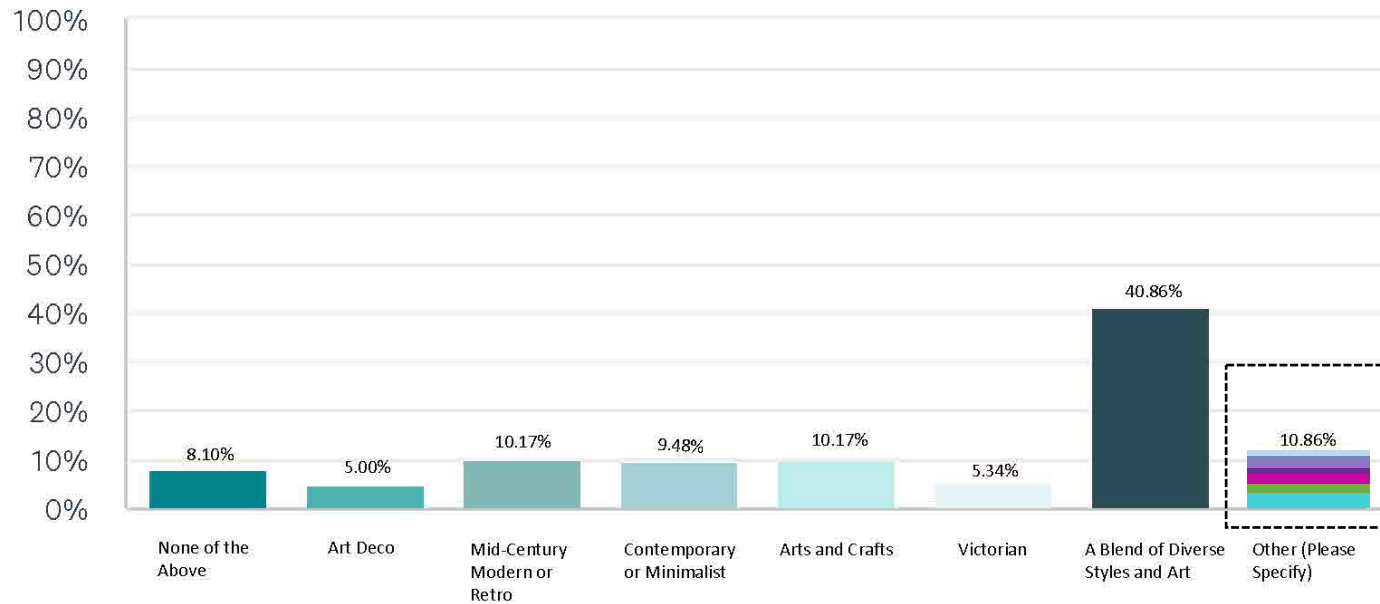
Q5 What sort of public art most appeals to you for a future Ocean St. gateway? (Check top 3)

ANSWER CHOICES	RESPONSES	
Nature and environmental art (ex. Landscape and natural features)	85.37%	496
Abstract (ex. may have many meanings, but not always immediately clear)	18.24%	106
Playful (ex. Balloon animals, oversized objects, etc.)	5.68%	33
Kinetic (ex. Moving sculptures)	26.33%	153
Cultural (ex. Indigenous, historical, diverse cultures)	43.37%	252
Recreation and lifestyle (ex. Beach, mountain-biking, skateboards, music, etc.)	56.97%	331
Other (please specify)	15.66%	91
Total Respondents: 581		

Question 6 – Survey Results

Q6 Is there a style of design that you feel most embodies the Santa Cruz you love?

Answered: 580 Skipped: 9



Question 6 – Survey Results

Q6 Is there a style of design that you feel most embodies the Santa Cruz you love?

Answered: 580 Skipped: 9

ANSWER CHOICES	RESPONSES	
None of the above	8.10%	47
Art Deco	5.00%	29
Mid-century Modern or Retro	10.17%	59
Contemporary or Minimalist	9.48%	55
Arts and crafts	10.17%	59
Victorian	5.34%	31
A blend of diverse styles and art	40.86%	237
Other (please specify)	10.86%	63
TOTAL		580