Survey Overview

- **Start Date:** July 19th 2017
- **End Date:** August 31st 2017
- **Total Participants:** 635
- **Bilingual** (English and Spanish)
- The survey consisted of **19 questions with 4 sections:**
  1. About You
  2. Chinatown Today
  3. The Future of Chinatown
  4. Contact Information
The Chinatown Community Survey’s purpose was to collect ideas about the community’s current perception and vision for Chinatown.

The survey was available in an online version hosted through the Chinatown Revitalization Plan project website. **Paper versions were also made available** to Chinatown community members who may not have access to the internet.

A copy of the survey is included in Appendix A. All survey responses are compiled in Appendix B.
Survey participants expressed the need to **address homelessness and crime issues**.

Widespread support for **mental health and homeless services**.

**Affordable housing** is a high priority.

Most participants do not live or work in Chinatown, but would **visit more often** if there were **shopping or community activities**.

A lot of participants added comments expressing **hopelessness about significant change**.

Participants shared the that despite Chinatown’s bad reputation, it **has always been a welcoming place for the disenfranchised**.
PART 1: About you

In this section of the survey, participants were asked basic demographic information and their relationship to Chinatown.
Participant Demographics

*Bilingual Survey*

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>97%</td>
</tr>
<tr>
<td>Spanish</td>
<td>3%</td>
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</tbody>
</table>
Participant Demographics

**Age Distribution**

- Under 24: 13%
- 25-34: 29%
- 35-50: 21%
- 51-64: 26%
- 64+: 11%

**Median Participant Age**

35-50 years old

**Median Salinas Resident Age**

30.4 years old
Participant Information

Zip code

- 93901: 35%
- 93906: 28%
- 93905: 11%
- 93907: 9%
- 93908: 5%
- 93905: 3%
- 93955: 2%
- Other: 8%

Association to Chinatown

- None: 79%
- Own Business...: 7%
- Own Property: 3%
- Work: 8%
- Live: 5%
- Other: 7%
Work in Chinatown

85% of respondents do not work in Chinatown. The remaining 15% work in the industries shown below.

Of those that responded “other” several noted they were volunteers, members of Chinatown-based organizations or homeless.
PART 2: Chinatown Today

In this section of the survey, participants were asked about their current perceptions of Chinatown
Those participants that held a negative perception of Chinatown shared that they it was an unsafe place with an abundance of crime, drugs, and homelessness, and not enough health, housing services, or police presence.

Meanwhile, those that held a positive perception shared that despite the hardship, there was a good community, and they appreciated the social service resources, culture, and institutions.
Current Reasons to Visit Chinatown

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Volunteer</td>
<td>31%</td>
</tr>
<tr>
<td>Attend community events</td>
<td>25%</td>
</tr>
<tr>
<td>Visit local businesses</td>
<td>17%</td>
</tr>
<tr>
<td>Attend religious services and classes</td>
<td>7%</td>
</tr>
<tr>
<td>Access services</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
</tr>
</tbody>
</table>

Of the 34% participants who responded “Other,” many shared they never had a reason to visit and others visited on occasion to see the area or visit friends.
Improvements that would increase Chinatown visits

“Other” improvements that would encourage survey participants to visit Chinatown included **improved safety, cleanliness, reduced crime, and fewer homeless encampments.**
PART 3: The Future of Chinatown

In this section of the survey, participants were asked about their vision for Chinatown and potential improvements that would help the revitalization effort.
Transportation Priorities

50%
• **Upgrade infrastructure** including roadways, sidewalks and drainage

40%
• Improve **connections to downtown**/across the railroad tracks
• Improve **intersections safety** with more crosswalks and bike lanes
• Ensure **adequate parking**

30%
• Replace missing curb ramps, ensure **ADA access** to all sidewalks
• Convert streets to **two-way traffic**/eliminate one-way roads
• Improve the **alleyways**

15%
• Improve **connections to the ITC** (Amtrak and Greyhound Station)
• Add **more bus stops/service**
• Other (comments included **ensure safety** and **address homelessness**)
Business/Commercial Priorities

50%
- Attract new food-related businesses and organizations
- Attract new shops and services
- Encourage job training/apprenticeship programs

40%
- Attract additional non-profits and service organizations

30%
- Add more office spaces, including start-ups and incubators
- Support and expand existing businesses, including industrial, auto, and manufacturing

10-15%
- Other (comments included promote small businesses and ensure clean environment)
- Add more spaces for light industrial, manufacturing, and fabrication

* Percentages were rounded to the nearest 10th
Housing Priorities

- **Permanent supportive housing** for homeless
- **Affordable housing**

- **Live/work Units**

- **Farmworker housing**
  - **Market-rate housing**

- **Other** *(comments included service-only building, senior affordable housing and no more housing)*

* Percentages were rounded to the nearest 10th
Park and Recreation Priorities

- **40%**
  - Parks, green open space
  - Community Center / Indoor recreation center

- **35%**
  - Plazas, gathering, event spaces
  - Permanent community garden

- **25%**
  - Active recreation facilities (playgrounds and courts)
  - Arts and performance spaces

- **10%**
  - Other (comments included dog park or Chinese garden)

* Percentages were rounded to the nearest 10th
Safety Priorities

- **60%**
  - A police department office
  - Chinatown police substation
  - More police on foot or bike

- **30-35%**
  - More police patrols by car
  - Additional security cameras

- **20%**
  - A community watch group

- **10%**
  - Private security services

* Percentages were rounded to the nearest 10th.
Social Service Priorities

- **40-50%**
  - Focus efforts to *permanently house* the chronically homeless
  - Increase *mental health services*
  - Add *drug and alcohol treatment*

- **35%**
  - *Expand the existing services* of the health service center

- **20%**
  - *Preserve the existing services* in the neighborhood

- **10%**
  - *Private security* companies
  - Other (comments expressed concerns about services increasing homelessness)

* Percentages were rounded to the nearest 10th
## Chinatown 10-Year Vision

### Common Themes
- Make Chinatown **safe and clean**
- Provide additional services and **housing for existing homeless population**
- Include **art piece/mural** that pays homage to Chinatown’s history
- Make it a **vibrant, welcoming** space either with community **events, restaurants and shops or affordable housing**

### Additional Descriptions
- Safe space for social health services
- Effective rehabilitation space
- Vibrant without gentrification
- A safe historical landmark
- Less violent
- An extension of Downtown Salinas
Chinatown Revitalization Plan
Survey Summary
September 2017