2023 Downtown Perceptions Survey Report

Conducted for the

Corpus Christi Downtown Management District

Community Collaboration Research Center
Texas A&M University Corpus Christi
Dr. Daniel Jorgensen
Principle Investigator

February 28, 2024

Table of Contents

TEXAS A&M UNIVERSITY CORPUS CHRISTI

Executive Summary

The Corpus Christi Perceptions of Downtown Survey aims to provide a comprehensive understanding of the perceptions of downtown Corpus Christi among both users and non-users. This survey-driven analysis seeks to uncover the attitudes, preferences, and behaviors that define the relationship individuals have with the downtown area. It explores factors such as visitation patterns, utility of digital platforms for discovering leisure activities, transportation preferences, and overall satisfaction with downtown amenities. The insights gained are intended to inform stakeholders and guide strategic initiatives to enhance the downtown Corpus Christi experience for residents and visitors alike.

The methodology of the Corpus Christi Downtown Management District survey, conducted between December 5th and December 19th, 2023, utilized a convenience sampling due to budget concerns. This method limits the generalizability of findings to only those who responded. The survey, a continuation of previous efforts by the Downtown Management District (DMD), was distributed via email, social media, QR codes, and the DMD website, targeting both downtown users and non-users. There were 715 individuals who responded to the survey, 710 answering “yes” to the informed consent question and only 5 answering “no.” Respondents could skip questions, so there could be different response rates for each question.

Demographics of the 644 respondents to the survey reveal a diversity in income, with notable representation across various brackets, especially higher ones ($75,000 and greater 73%). The majority identify as Caucasian (60%), with a significant Hispanic population (31%) as well. Household compositions were mostly married individuals (61%), with a sizable portion not having children under eighteen. Work locations varied, with the majority being those who do not (64%) work in or near downtown and those working in or near downtown (36%) and those who do not. Gender distribution was majority female (54%). These demographics indicate a broad range of community engagement with downtown Corpus Christi.

The findings reveal a significant awareness among respondents of Corpus Christi's districts, though visitation rates vary, suggesting differences in interest or accessibility. North Beach is the most recognized (65%) yet has lower recent visitation rates (39%) compared to the Marina Arts District, which shows higher engagement levels (83%) know location (64% have been there).
Word clouds for each district highlight reasons for visits: North Beach for attractions like the Aquarium and Lexington, SEA District for sports and cultural events, and Marina Arts District for its vibrant arts scene and professional engagements. Each district caters to diverse interests, from leisure and dining to professional and cultural activities, underscoring the multifaceted appeal of Corpus Christi's downtown areas.

Respondents’ perceptions of "Length of Stay and Amount Spent" reveal that a 1-3hour (72%) visit duration is common across various spending ranges, indicating it as a typical duration for downtown visits. Shorter visits of less than an hour are less frequent, especially among higher spenders, suggesting that longer visits are associated with greater expenditure. The data shows a trend where visits lasting over 2 hours, particularly in the $100 to more than $150 spending brackets, are more common, highlighting a correlation between extended stays and higher spending. This pattern emphasizes the impact of visit duration on economic contribution to downtown Corpus Christi.

When commuting downtown town, there is a preference for personal vehicle use among respondents, with 89% driving their own cars to downtown Corpus Christi. Despite this, there is an openness to alternative transportation, with 40% of respondents somewhat or very likely to use other means. The report suggests investing in public transit, biking, and walking infrastructure to reduce congestion and environmental impact. Light rail and rapid transit are favored alternative commuting options, indicating a strong interest in efficient public transport. Convenience, accessibility, reliability, and safety are key factors motivating the choice of alternative commuting methods.

Respondents reveal a preference for on-street parking due to its perceived affordability (88%). Although parking garages and surface lots are also used, they are slightly more often seen as expensive. There is a notable preference for proximity (50%), safety (21%), and ease of access (20%) over cost (8%) and cleanliness (1%) when choosing parking. The survey shows a strong preference for digital payment methods (70%), particularly mobile apps (40%), for parking fees. Despite this, only 34% of respondents have used the "Park CC" app, indicating room for growth and improvement in digital payment adoption and app satisfaction.

The respondents who have not visited downtown in the last 6 months cite concerns like the presence of vagrants (52%), a lack of appealing destinations, traffic (62%), and parking issues as reasons (55%) for not visiting. Safety (60%), the appeal of attractions, and transportation infrastructure emerge as key areas needing improvement. Survey data suggest enhancing downtown's safety, variety of attractions, and parking accessibility could increase visitation.
Concerns over safety, homelessness, parking costs, and lack of knowledge about downtown offerings were notable deterrents, indicating areas for strategic improvements to attract potential visitors.

Visitors and non-visitors support for improvements in Corpus Christi's downtown. Key initiatives include wayfinding programs, open container ordinances, downtown trolley/micro-transit, greening, seawall maintenance, water ferry service, and courthouse restoration. The most support is for physical and safety enhancements like greening and seawall maintenance. Mixed responses were observed for the open container ordinance and water ferry service. Non-visitors also favor tangible improvements, showing less interest in policy changes or services with indirect impact on experience, indicating a preference for practical, tangible enhancements to downtown's environment and infrastructure.

When looking at perceptions of living downtown there are mixed feelings. Non-visitors show higher resistance, with two-thirds unlikely to consider downtown living, compared to just over half of visitors. However, visitors display some openness, with a portion deeming it somewhat or very likely. Many have not considered downtown living, suggesting a potential for awareness or marketing efforts. Concerns include safety, convenience, and a preference for natural environments over urban settings. Positive aspects for considering downtown living involve the urban lifestyle, cultural amenities, and convenience, but overall enthusiasm remains low.

There is a strong preference for digital sources among both visitors and non-visitors to downtown Corpus Christi, highlighting the critical role of online platforms in discovering leisure activities. Personal recommendations from friends and family also play a significant role in leisure decisions, while traditional media sources like radio and television are less popular, especially among visitors. The analysis underscores the importance of digital platforms in information dissemination and suggests the need for tailored content to engage non-visitors more effectively.

Recommendations

1. **Enhance Marketing and Signage:** Given the significant awareness yet varying visitation rates across districts, a targeted marketing strategy should be developed to increase visitation. This could include improved signage and wayfinding to make districts more accessible and inviting.

2. **Promote Longer Visits:** Encourage activities and events that extend visitors' stay, as data shows longer visits correlate with higher spending. Focus on creating packages or promotions that incentivize multi-hour stays.

3. **Enhance Visitor Experience:** Improve amenities and attractions that support extended visits. This could involve better dining, shopping, and leisure options, along with convenient parking solutions to make longer stays more appealing and comfortable.

4. **Promote Efficient and Diverse Commuting Options**: Given the interest in light rail, rapid transit, biking, and walking, promote commuting options that support these modes of transportation.

5. **Address Affordability and Convenience of Downtown Parking:** Focus on making on-street parking and other parking options more accessible and perceived as affordable, emphasizing the importance of proximity, safety, and ease of access to enhance the overall parking experience downtown.

6. **Enhance Digital Payment Options for Parking Downtown**: With a strong preference for mobile app payments, it is crucial to improve and promote the "Park CC" app's functionality and user experience to increase adoption and satisfaction rates among downtown visitors.

7. **Prioritize Physical and Safety Enhancements for Downtown Initiatives**: Focus on initiatives that directly improve the physical environment and public safety, such as increasing greenery, improving seawall maintenance, and enhancing wayfinding, as these received the highest support from both visitors and non-visitors.

8. **Enhance Communication and Marketing for Downtown Initiatives:** Address the sizable portion of respondents unsure about the impact of various initiatives by increasing communication and marketing efforts. This will help raise awareness and understanding of how these programs can enhance the downtown Corpus Christi experience.

9. **Promote Urban Lifestyle Benefits to Increase Downtown Living**: Leverage the appeal of the urban lifestyle, cultural amenities, and convenience that downtown living offers. Tailored marketing strategies highlighting these aspects could increase interest among potential downtown residents, particularly among those who appreciate city life.

10. **Strengthen Digital Platform Presence:** Given the strong preference for digital sources, focus on enhancing an online presence, particularly on social media and search engines, to effectively reach and engage both visitors and non-visitors.

11. **Leverage Word-of-Mouth:** Encourage and facilitate personal recommendations through campaigns or incentives that motivate locals to share their downtown experiences, capitalizing on the considerable influence of friends and family in leisure activity decisions.

Introduction and Methodology

The Corpus Christi Downtown Management Survey was conducted between December 5th to December 19, 2023. Due to budget concerns, the sampling frame for this survey was one of convenience. Earlier surveys used a specific sampling frame which allowed for statistical calculations as to the generalization of these findings to the Coastal Bend population. The analysis of this data can only be generalized to the population of respondents who completed this survey.

The survey instrument was a self-guided on-line survey instrument that consisted of questions from earlier surveys conducted by/for the Corpus Christi Downtown Management District (DMD). The on-line questionnaire is listed in Appendix A of this report, be advised that throughout the report, response counts will vary as respondent did not have to answer all the questions. The survey instrument was sent out via email, and was posted on advertisements on Facebook, QR codes on flyers, and a link on the Corpus Christi Downtown Management website and Facebook page. Links tried to engage both Downtown Users (defined as those residents who have been Downtown for some purpose in the prior six months) 648 people, and Downtown Non-Users, forty-seven individuals.

The table below shows the for the first question.

Table 1. Responses by Distribution Channel

	Distribution Channel			
	Total	Social Media and Web Links	3 Email Protocol	Flyer with QR Code
Total Count	715	505	208	2
I consent, begin the study	710	504	204	2
I do not consent; I do not wish to participate	5	1	4	0

In table 2 on the following page, that 93% of those who completed the survey in 2023 have visited the downtown area in the last six months of 2023.

Table 2: Respondents by Visited and Not Visited Downtown

Visited or Not Visited Downtown Corpus Christi in the Last 6 Months		
	Count	Percent
I have worked or visited downtown Corpus Christi in the past 6 months	628	93%
I have not been in downtown Corpus Christi for either work or leisure in the past 6 months.	47	7%

Table 2 clearly demonstrates that the vast majority of respondents have visited downtown Corpus Christi in the last 6 months.

Table 3 Visitor and Non-Visitor Demographics (Percentage represents percentage of the column)

	It is important we have information from both those who use downtown Corpus Christi facilities to work or spend leisure time and those who don't.			
		Total	I have worked or visited downtown Corpus Christi in the past 6 months	I have not been in downtown Corpus Christi for either work or leisure in the past 6 months
Which of all these groups included the yearly income of all members of your household?		644	558	86
	$25,000 to $34,999	7%	7%	7%
	$35,000 to $49,999	7%	7%	2%
	$50,000 to $74,999	14%	13%	27%
	$75,000 to $99,999	14%	13%	24%
	$100,000 to 149,999	23%	24%	11%
	$150,000 or more	33%	33%	30%
Which of the following groups best represents your ethnic background	Total Count (Answering)	663	618	45
	African American	2%	2%	0%
	Asian/Pacific Islander	1.5%	2%	2%
	Caucasian	601%	60%	68%
	Hispanic	31%	31%	27%
	Other	5%	5%	4%

Which of these best describes your household?	Total Count (Answering)	671	625	46
	Married	61%	61%	59%
	Living with a domestic partner	10%	10%	7%
	Single	26%	26%	28%
	Widowed	2%	2%	7%
Do you have any children under 18 years of age at home?	Total Count (Answering)	664	619	45
	Yes	27%	30%	16%
	No	73%	72%	84%
Which of these is true for you?	Total Count (Answering)	661	616	45
	I work in or near downtown Corpus Christi	36%	39%	4%
	I do not work in downtown Corpus Christi	64%	46%	53%
Which of these do you identify as?	Total Count (Answering)	664	617	47
	Male	46%	45%	53%
	Female	54%	54.0%	47%
	Non-binary / third gender	0%	0%	0%
	Prefer not to say	1%	1%	0%

Table 4 Where Do You Work?

Where Do You Work?		
	Count	Percent
I work in or near downtown Corpus Christi	242	36%
I work in a location other than downtown Corpus Christi	428	64%

The demographics of respondents to the Corpus Christi Downtown Management District survey show diversity in income, ethnicity, household composition. Key insights include:

- Aa wide range of household incomes with a notable percentage in higher brackets
- Diversity in ethnic backgrounds with a majority identifying as Caucasian.
- Varied household compositions mostly consisting of married individuals.
- Significant participation from those without children under eighteen at home.
- A mix of genders with a majority identifying as female, and
- Varied work locations in relation to downtown Corpus Christi.

Reasons For Going Downtown

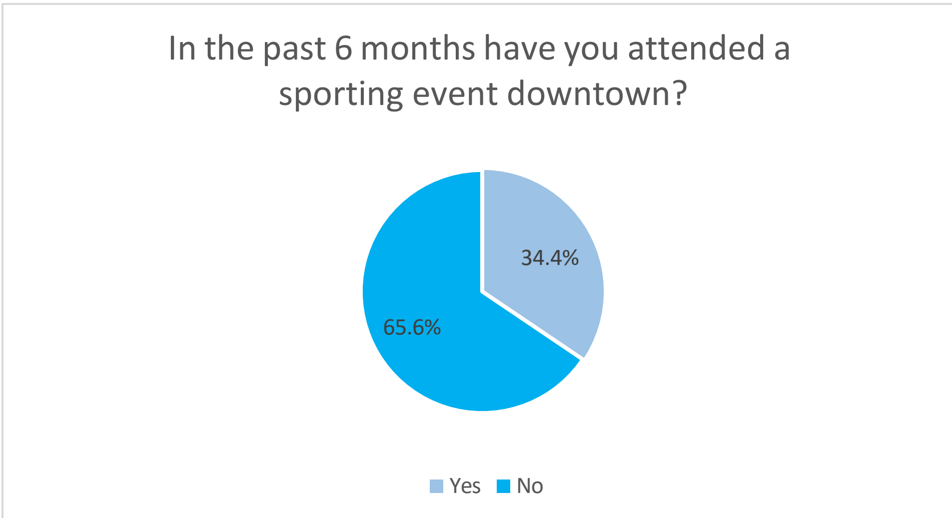
Table 5 Reasons for Going Downtown

	Count	Average
Stay in a hotel	175	1
Go to Megee Beach	182	3
Any other trips downtown?	340	8
Bike/walk/run on the Seawall.	368	7
Shop at a store downtown.	371	5
Attend monthly Artwalk.	379	5
Visit the cultural centers such as the Arena, Auditorium, Museums, Aquarium, or Art Center	430	5
Go to the Marina to dine, and/or to do water or boating activity	564	3
Work or a meeting?	572	9
Attend a special event such as a parade or festival.	573	5
Eat a meal at a downtown restaurant	575	9
Go downtown to hear live music	589	5
Go to a downtown bar or night club.	590	5

Table 5 reveals activities attracting people to Downtown Corpus Christi, from dining and nightlife to outdoor activities, cultural events, and business meetings. The data shows that eating at downtown restaurants, attending work or meetings, and engaging in nightlife are among the most frequent reasons people visit downtown. Additionally, the high count and average for "Any other trips downtown?" suggests there are other significant attractions not explicitly listed. that downtown Corpus Christi serves as a multifaceted destination, with work-related activities and dining being the most common reasons for visits, followed by a mix of shopping, cultural, entertainment, and outdoor activities, suggests that the most common reason for going downtown is for work.

Chart 1 shows that only about 35% of those respondents who have gone downtown have attended a sporting event in the last 6 months.

Chart 1 Have You Attended a Sporting Event in Downtown Corpus Christi in the Last Six Months?



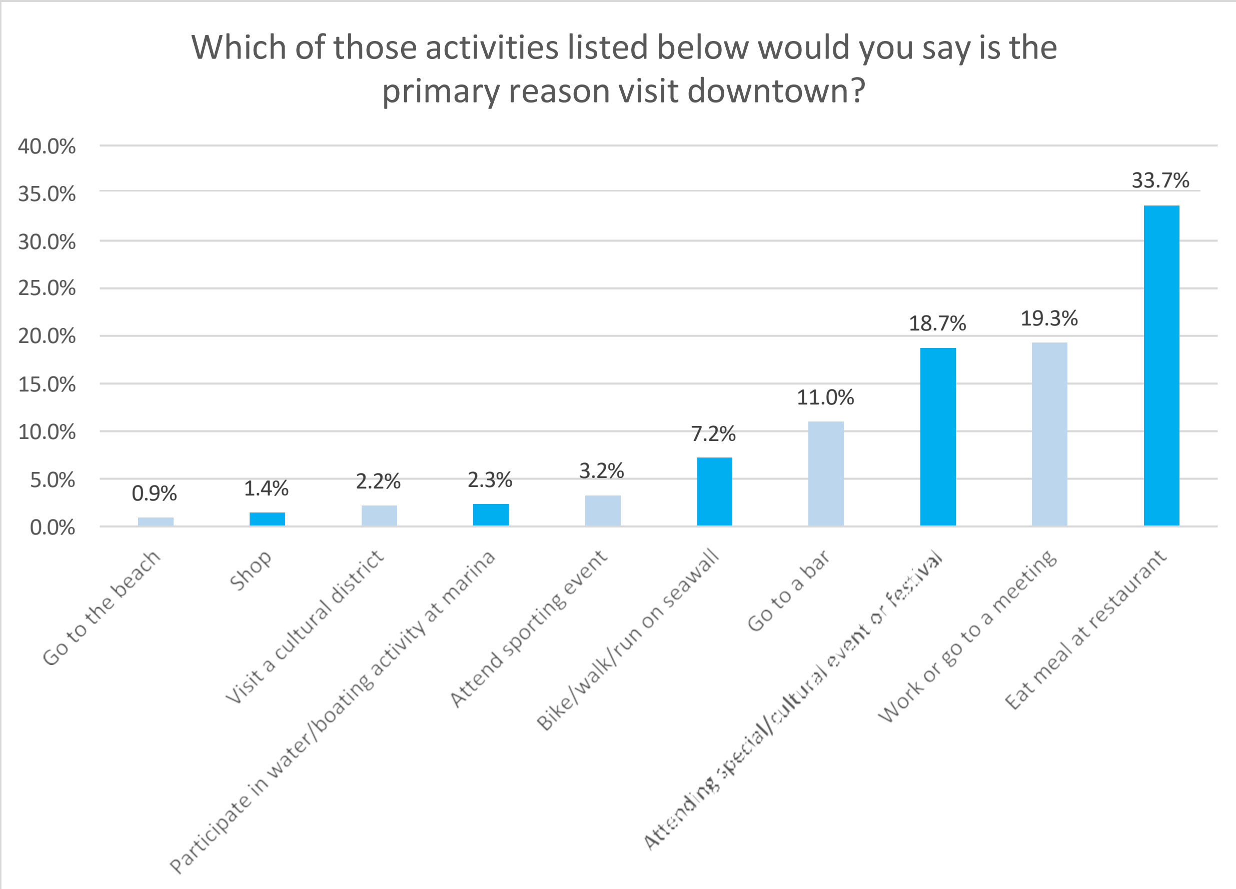
Tables 6 notes that the Corpus Christi Hooks are the most popular sporting events to attend downtown, followed by Islander Basketball games, and Corpus Christi Ice Rays games.

Table 6 Which Downtown Sporting Event Have You Attended in the Last Six Months?

Hook's game	38%
Islanders' basketball game	35%
Corpus Christi Ice Ray's game	21%
Other	6%

While table 5 reveals that even though going downtown for work or a meeting is the most common reason to go to downtown Corpus Christi, chart 2, on the following page reveals that when only one choice can be selected respondents state that the primary reason to visit downtown is for a meal.

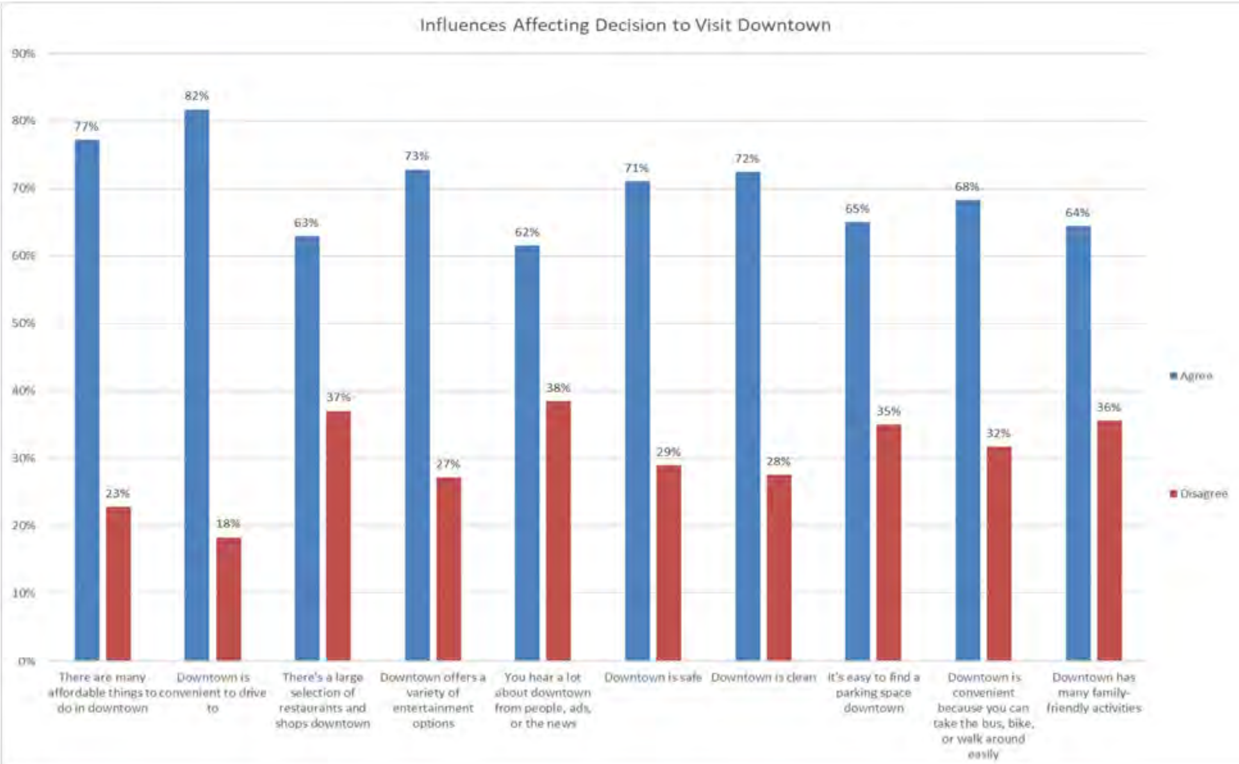
Chart 2 Primary Reason to Go to Downtown Corpus Christi.



The analysis of responses above reveals several key insights into the reasons people visit downtown:

1. Primary Activities: Work-related activities and dining are the most common reasons for visiting downtown Corpus Christi, followed by shopping, cultural entertainment, and outdoor activities.
2. Sporting Events: About 35% of respondents have attended a sporting event downtown in the last six months, with Corpus Christi Hooks games being the most popular, followed by Islander Basketball and Corpus Christi Ice Rays games.
3. Meal as a Primary Reason: Despite work being a common reason to go downtown, when forced to choose only one primary reason, respondents overwhelmingly select dining out as their main purpose for visiting.
4. Leisure Activities: The survey also highlights a range of leisure activities that draw people downtown, including attending special events like parades or festivals, visiting cultural centers, and engaging in waterfront activities at the marina.

Chart 3 Influences Affecting Decision to Visit Downtown



The data in Chart 3 addresses perceptions of influences that may affect visiting downtown Corpus Christi over ten prompts. The data is structured to show the percentage of respondents who agree or disagree with each statement, with the neutral responses considered non-responsive (most non-response rates where around 25% with those higher or lower noted below). The key findings from the data are as follows:

1. Affordable Activities: A significant majority (77%) agree that downtown offers many affordable things to do, suggesting that cost is not a major barrier to visiting downtown.

2. Convenience of Driving: The convenience of driving to downtown is viewed positively, with 82% agreeing that it's convenient, which is notably high compared to other factors. This is supported by a relatively low non- response rate of 13%, indicating a strong opinion on this aspect.

3. Dining and Shopping Options: A majority of respondents (63%) agree that there is a large selection of restaurants and shops, though this factor has a higher level of disagreement compared to others.

4. Entertainment Variety: About 73% agree that downtown offers a variety of entertainment options, indicating that entertainment diversity is a strong draw.
5. Promotion and Safety: The influence of hearing about downtown through various channels is noted with 62% agreement, and 71% feel that downtown is safe, which is crucial for attracting visitors.
6. Cleanliness and Parking: The perception of cleanliness is also favorable, with 72% agreeing that downtown is clean. However, finding a parking space seems to be a concern, though still more agree (65%) than disagree.
7. Public Transport and Walkability: Despite a high non-response rate of 38%, those who did respond largely agree (68%) that downtown is convenient for taking the bus, biking, or walking, indicating mixed opinions on this aspect.
8. Family-Friendly Activities: This area shows a more divided opinion with 64% agreement, which is lower compared to other aspects. The higher non- response rate of 31% suggests uncertainty or lack of awareness about family-friendly activities.

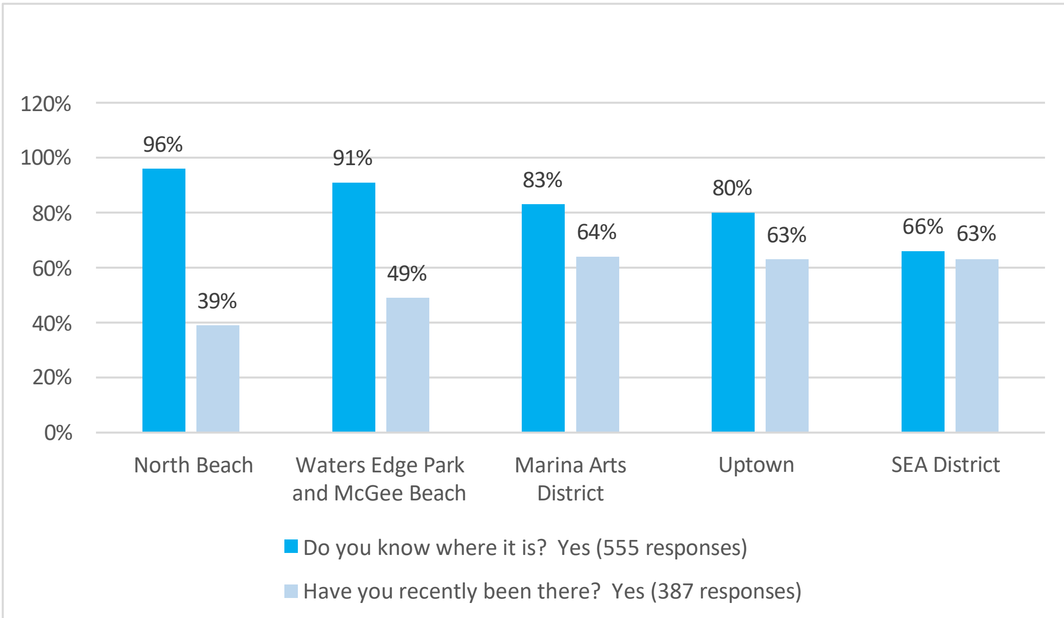
Conclusions:

- **Strengths:** Downtown Corpus Christi is perceived positively in terms of affordability, convenience of driving, safety, cleanliness, and variety of entertainment options. These are strong selling points for encouraging more visitors.
- **Areas for Improvement:** While the overall perception is positive, there are areas that could be enhanced, such as increasing awareness and availability of family-friendly activities, improving parking availability, and enhancing public transportation options.
- **Public Opinion and Strategic Planning:** These insights can inform strategic planning for downtown development, focusing on leveraging the strengths and addressing the areas for improvement. Strategies could include marketing campaigns to highlight family-friendly activities, improving transportation and parking infrastructure, and maintaining the aspects that are already viewed positively.

Awareness and Patronage of 5 Downtown Districts

Overall, awareness and patronage of downtown districts play a crucial role in enhancing the economic, social, and cultural vitality of urban centers. Chart 4 demonstrates survey responses regarding awareness and recent visits to various districts in Corpus Christi.

Chart 4 Familiarity and Visits to 5 Downtown Districts



Some conclusions that can be drawn from the data are:

- There is a significant awareness of Corpus Christi's districts among respondents, but actual visitation rates suggest varying degrees of interest or accessibility.
- Respondents were most aware of North Beach, with 519 acknowledging its location, and the least aware of the SEA District, despite 354 affirmatives.
- Visitation rates varied, with North Beach having a lower recent visitation percentage (38.8%) compared to the Marina Arts District (64.3%), indicating differing levels of engagement or attraction to these areas.

On the following pages, a set of word clouds for each named district summarizes the most common remarks when respondents answered the question about the primary reasons they visited one of the districts. Inn the word clouds, the larger the word the more common that concept was in the open-ended responses.

Chart 5 Primary Reasons to Visit the North Beach District (120 responses)

Looking at Chart 5, the word cloud visually highlights the most frequent terms in the open-ended responses about the primary reasons for visiting the North Beach district. Terms like "Work," "Beach," "Clean up," "Aquarium" and "Lexington" are prominent, suggesting that visitors are attracted to North Beach for a variety of reasons:

- **Texas State Aquarium and USS Lexington Visits:** The specific mention of the "Aquarium" and the "Lexington" indicates that these two attractions are significant draws for visitors. When linked with other concepts, it suggests that visitors are drawn there due to their educational and entertainment value for families.
- **Recreational Activities:** The mention of "Beach", "Clean up", and "Events" suggest that recreational activities and community engagement, such as beach cleanup events, are significant attractions. This aligns with the common expectation that beach areas serve as a place for leisure and environmental stewardship.
- **Dining:** Respondents also view the North Beach District as a place to enjoy dining and restaurants.
- **Work and Meetings**: The recurrence of the word "Work" indicates that North Beach is a common destination for work-related activities, including meetings. This might reflect the presence of businesses or professional settings that draw individuals for occupational purposes.

North Beach serves a multifaceted role within the Corpus Christi community, catering to both recreational and professional needs. It is a venue that supports educational and leisure experiences through attractions like the Aquarium and the Lexington. While the beach itself is an attraction, respondents see environmental stewardship through beach cleanups as draw to the district, and it supports dining and work activities. This diversity in attractions and activities makes North Beach appealing to a wide range of visitors for different reasons.

Chart 6 Primary Reasons to Visit the SEA District (135 responses)

The SEA District in Corpus Christi, Texas, is a popular destination for a variety of activities, prominently including sporting events like Hooks games, cultural events at the Art Museum and Harbor Playhouse, and numerous festivals such as the Jazz Festival. Concerts and dining are also key attractions, along with meetings and business-related activities. Recreational activities like walking and enjoying the view are mentioned, indicating the area's appeal for leisure and exercise. The following conclusions can be drawn based on the most common words:

- **Sports and Entertainment:** Words like "Hooks" referring to the Corpus Christi Hooks baseball team, along with "event" and "concert"), show that sports events, concerts, and other entertainment activities are major attractions.
- **Professional Engagements**: Words like "Work" and "meeting" indicate that professional activities and business meetings are a significant reason for visits, highlighting the district's role as a business hub.
- **Cultural Attractions**: Words like “concert”, "museum", "art", and "playhouse" suggest variety of cultural and entertainment options available and a strong cultural draw.
- **Dining:** Words like "Eat" suggest that dining out and enjoying local cuisine is also a common reason for visiting the SEA District.

These insights underscore the SEA District is viewed by respondents as a vibrant and dynamic area within Corpus Christi, catering to a wide range of interests and serving as a key destination for both leisure and business activities.

Chart 7 Primary Reasons to Visit Marina Arts District **(153 responses)**

The Marina Arts District in Corpus Christi, Texas, attracts visitors for a variety of reasons, with a strong focus on cultural and artistic events. Key concepts include:

- **Art Focus:** The Art Center, Art Walks, and the Art Museum, are mentioned very often, signifying a vibrant arts scene.
- **Dining and Restaurants**: Concepts the relate to dining and restaurants are prominent, indicating that culinary experiences are a significant draw.
- **Outdoor and Leisure Activities**: Recreational activities like sailing, walking, and attending farmers' markets also feature prominently.
- **Nightlife:** The words bars and live music events are mentioned, suggesting a lively nightlife.
- **Market and Local Produce:** The presence of "market" and "farmers" highlight the district’s access to local produce and artisan goods.
- **Professional Visits:** With "work" being mentioned numerous times it can be said that respondents see the Marina Arts District is not just a cultural space but also a place for professional activities and meetings.

In summary, respondents to the Marina Arts District are viewed by respondents as a multifaceted area, blending cultural, artistic, and leisure activities with professional engagements and community markets. It is a destination that caters to a wide range of interests and needs, reinforcing its value as a significant part of Corpus Christi's urban landscape.

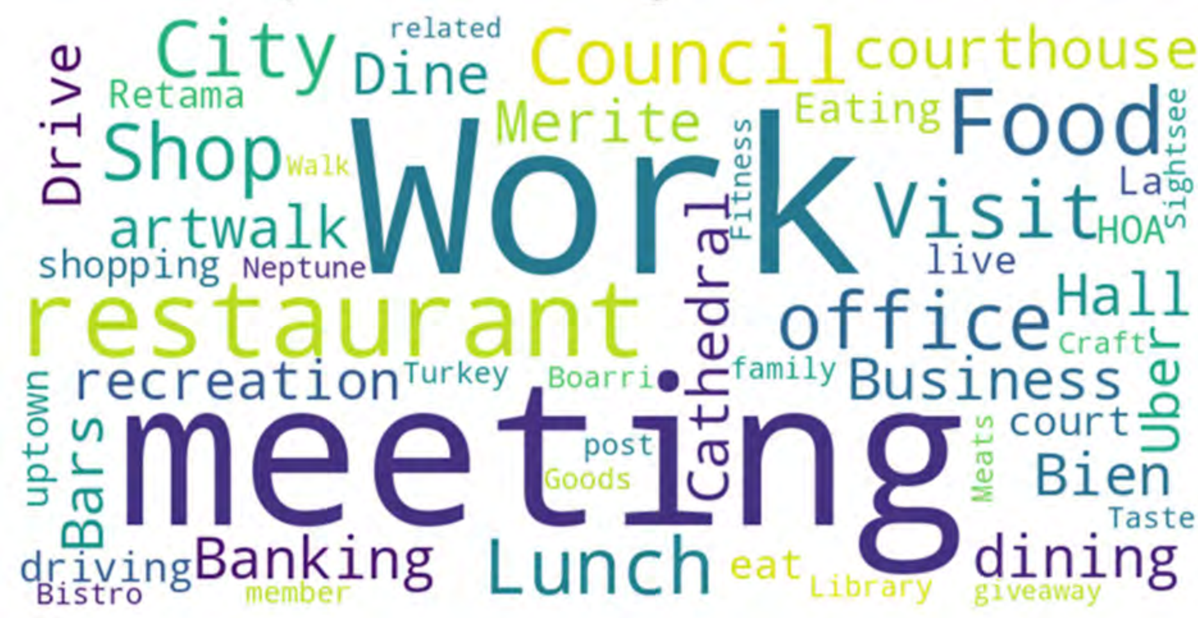
Chart 8 Primary Reasons to Visit Waters Edge Park & McGee Beach (123 responses)

Water's Edge Park and McGee Beach District in Corpus Christi, Texas, are frequented for their vibrant art scene, dining, and seaside recreational activities. From the data used to create the word cloud for Waters Edge Park and McGee Beach in Corpus Christi, Texas, the following conclusions can be drawn based on the most common words:

- **Popular Activities**: "Walk" and "walking" suggest that these areas are highly valued for walking activities, whether for exercise, leisure, or enjoying the scenic views. This indicates a strong preference for outdoor, pedestrian-friendly activities.
- **Key Attractions:** "Beach" and "park" are prominently featured, highlighting these natural features as primary reasons for visits. The beach and park settings offer recreational and leisure opportunities that attract visitors.
- **Events and Festivities**: Words like "event", "Christmas" (7 mentions), "tree" (6 mentions), and "festival" (5 mentions) indicate that seasonal events, particularly around Christmas, and other festivals are significant draws. Recall that this survey was administered during the Christmas holiday season These events likely contribute to community engagement and tourism.\
- **Work-Related Visits:** "Work" suggests that some visitors come to the area for work-related reasons, which could include outdoor meetings, events, or simply enjoying a work break in a scenic location.
- **Pet-Friendly Environment:** "Dog" implies that Waters Edge Park and McGee Beach are pet-friendly areas, where visitors enjoy taking their dogs for walks, contributing to the areas' appeal for pet owners.

These insights reflect Waters Edge Park and McGee Beach as multifunctional areas that cater to a wide array of interests and needs. They serve as key destinations for both leisure and work-related activities, offering outdoor recreation, opportunities for walking and enjoying nature, hosting community events and festivals, and providing a pet-friendly environment. This versatility enhances the areas' value to both residents and visitors, contributing to the overall appeal of Corpus Christi's outdoor and recreational offerings.

Chart 9 Primary Reasons to Visit Uptown District **(146 responses)**



The word cloud in Chart 9 holds responses to the question about the purposes for visiting the Uptown District in Corpus Christi, Texas, with mentions of work-related visits, meetings, and food-related activities such as lunch or dining at restaurants. Conclusions that can be drawn from this data include:

- **Work-Related Visits:** A substantial number of people visit the Uptown District for work-related reasons, which could include meetings, office-related tasks, or work events.
- **Dining and Food:** Food-related activities are also a major draw, suggesting the Uptown District that respondents see as a desirable location for lunch breaks and dining out.
- **Business and Professional Visits:** Words like “courthouse,” “banking,” “council” and “hall” suggest that there is an active public and private sector business presence in the Upton District
- **Frequency of Visits**: The repetition of terms related to work and eating suggests that these visits are not one-off occurrences but rather part of a routine, showing the district's role in the daily lives of its visitors.

This analysis supplies insights into the Uptown District's role as a hub for professional and social activities. Understanding these patterns can help local businesses, planners, and the Downtown

Management District tailor their services and initiatives to better meet the needs and preferences of visitors.

In summary the section has examined the familiarity and visitation rates of Corpus Christi's downtown districts, revealing significant awareness but varied patronage levels. It highlights North Beach's high awareness and contrasts it with the SEA District's lower familiarity. The Marina Arts District is noted for its high visitation rate, attributed to its cultural and leisure activities. The document also discusses the primary reasons for visiting these areas, including attractions like the Texas State Aquarium, USS Lexington, and local dining, suggesting diverse interests drive downtown patronage.

Length of Stay and Amount Spent

Chart 10 visualizes the length of stay downtown and chart 10 visualizes the money spent by time spent downtown.

Chart 10 Length of Stay Downtown

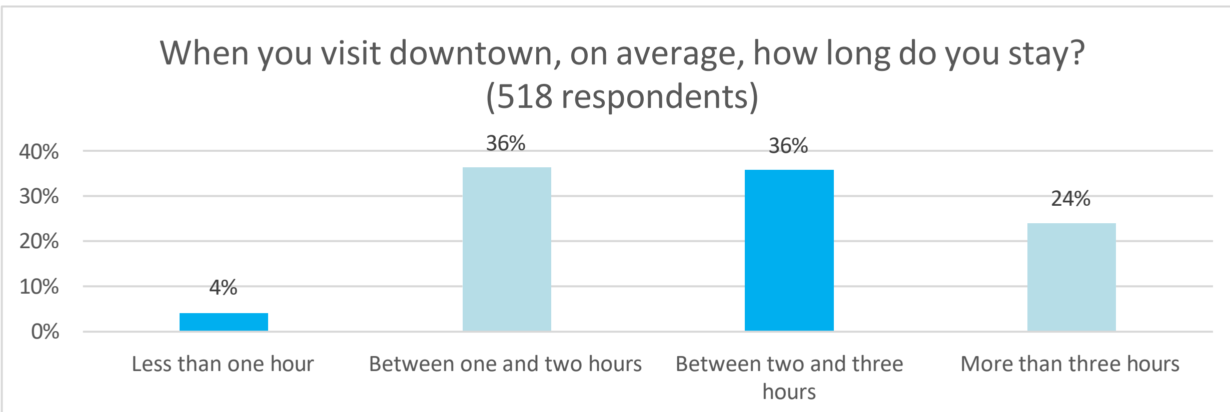
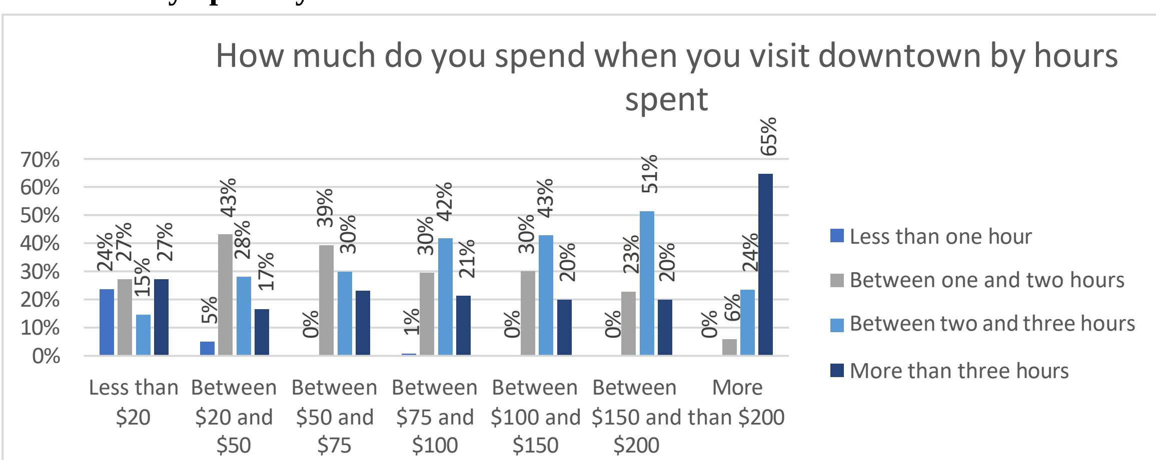


Chart 11 Money Spent by Time Downtown



The data analysis on the distribution of visit durations across various spending brackets reveals a diverse array of expenditure patterns among the respondents, with spending levels extending from below $20 to in excess of $150.

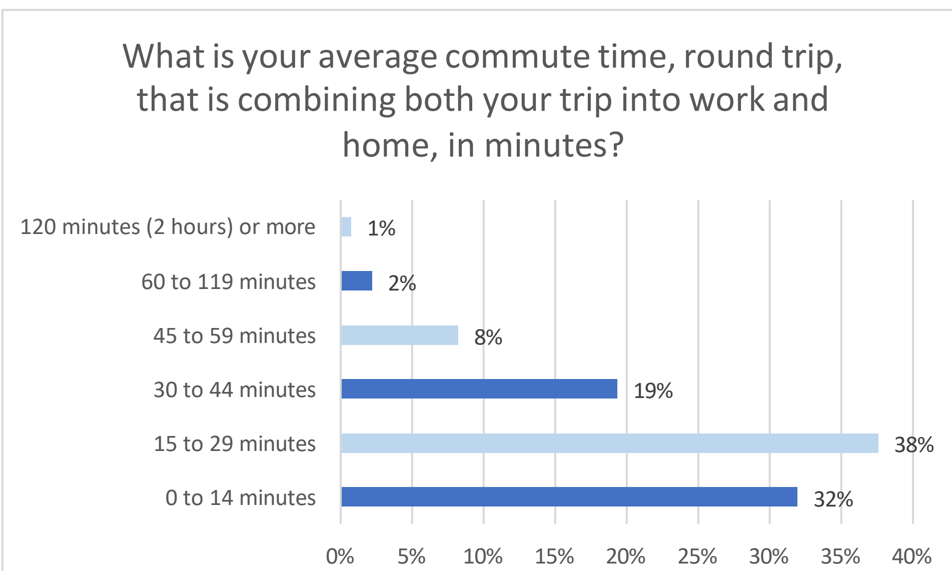
- Within the lower expenditure brackets, such as those spending less than $20, the distribution of visit durations exhibits a relatively uniform spread.
- As the expenditure bracket escalates, a discernible trend emerges, indicating that lengthier visit durations, particularly those within the "2-3 hours" and "> 3 hours" categories, become increasingly common.
- It is observed that the upper echelons of spending, specifically within the "Between $100 and $150" and "More than $150" categories, are characterized by a substantial fraction of respondents who report staying for durations exceeding two hours.

This pattern reveals that the most common visit duration is 1-2 hours across various spending ranges. Shorter visits, less than 1 hour, are less common, especially among higher spenders, suggesting a correlation between longer stays and increased expenditure. The data shows a diverse pattern of spending, with longer stays particularly over 2 hours being more common among those who spend between $100 and more than $150, highlighting a trend where higher spending is associated with extended visits suggests a correlation between higher spending brackets and extended visit durations, implying that visitors who engage in more significant spending tend to spend a longer duration within the area.

Downtown Commute

Respondents to the survey show a strong preference for driving personal vehicles (89%). Chart 12 depicts the commute times as reported by respondents.

Chart 12 Average Commute Times



This distribution shows that a sizable part of the respondents, have a relatively short commute to downtown, with commute times under 30 minutes. The prevalence of shorter commutes among respondents could show a positive aspect of living and working in the Corpus Christi area, potentially making it an attractive location for future residents and businesses. Understanding this data may help in finding areas where public transit services might be optimized or expanded. For instance:

- Enhancing public transit options for those in the "15 to 29 minutes" and "30 to 44 minutes" commute ranges could potentially reduce personal vehicle use, contributing to decreased traffic congestion and environmental impacts.
- Suggesting that suggesting that there is a demand for living and working spaces within a moderate distance to downtown.

Alternative modes of transportation, such as public transit, walking, and cycling, are used by respondents to a lesser extent. This reliance on personal vehicles for commuting highlights potential areas for urban planning and transportation policy to address, such as improving public transit options, enhancing pedestrian, and cycling infrastructure, and encouraging carpooling to reduce traffic congestion and environmental impact in downtown Corpus Christi. Please note that due to the disproportionately substantial number of those who drive their own car, the vertical access begins at 84%

Chart 13 Preference of Commuting by Mode

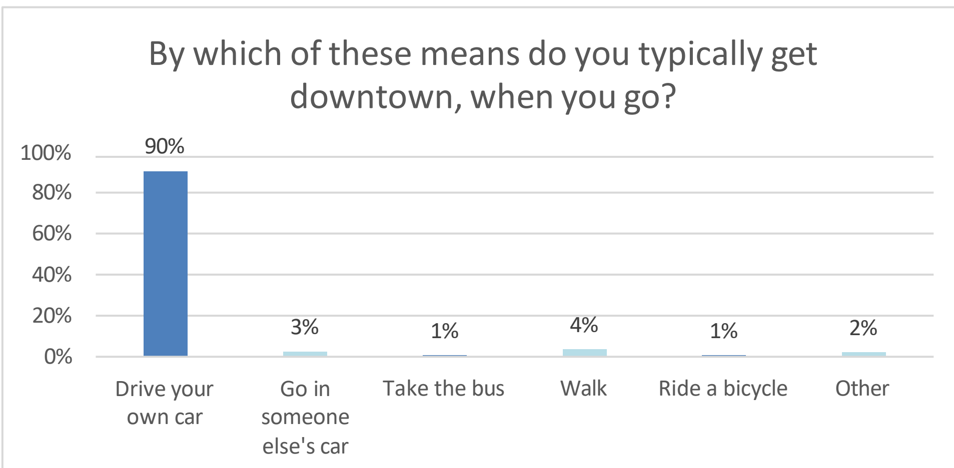
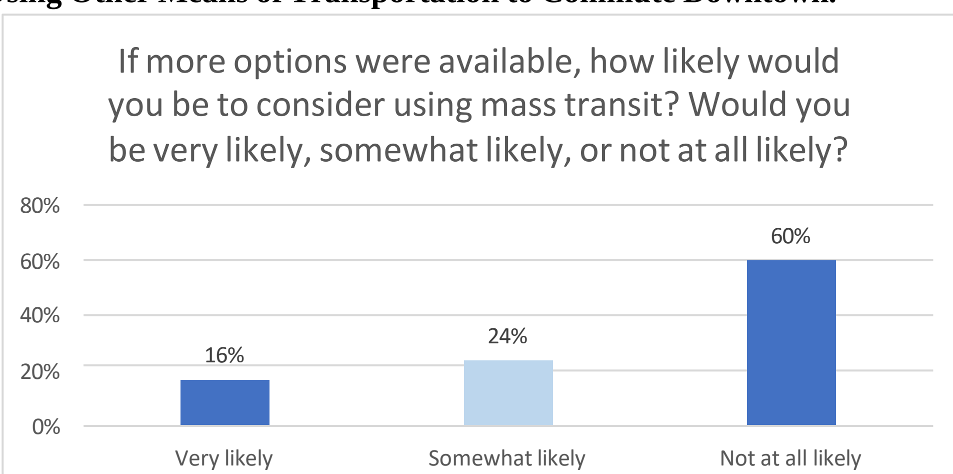


Chart 14 Using Other Means of Transportation to Commute Downtown.



The chart above visualizes the distribution of responses regarding the likelihood of using means of transportation other than one's own vehicle to downtown Corpus Christi. From analysis of the responses suggests:

- **High Reliance on Personal Vehicles:** With 59.9% of respondents not at all likely to use other means of transportation, there's a strong reliance on personal vehicles. This indicates a preference for car travel, which could be due to various factors such as convenience, perceived lack of alternative transportation options, or the design of the city infrastructure favoring vehicular traffic.
- **Opportunities for Alternative Transportation:** The fact that 40.1% of the respondents are either very likely or somewhat likely to use other means of transportation suggests there is a significant portion of the population open to alternatives. This indicates an opportunity for the city to invest in and promote public transit, biking, walking, or carpooling as viable options.
- **Need for Enhanced Transportation Infrastructure:** To encourage the use of alternative transportation methods, Corpus Christi may need to invest in improving its transportation infrastructure. This could include developing more public transit routes, creating safer and more extensive bike lanes, improving sidewalks, and integrating technology for better accessibility and convenience. Very likely: 16.4% of respondents are very likely to use other means of transportation.

Addressing this the above assessment, enhancing infrastructure, providing incentives, and promoting awareness could lead to a more sustainable, accessible, and efficient transportation system in downtown Corpus Christi. This approach can support urban development goals focused on sustainability, improved mobility, and enhanced urban living experiences.

When asked what types of transportation, if available, other than a personal vehicle would they "likely" choose Chart 15 shows that light rail and rapid transit are the most favored methods among both groups, suggesting a strong interest in efficient public transportation options.
Bicycle lanes and bus services also receive notable support, indicating a desire for diverse commuting options. The data suggests that investing in a broad range of reliable and convenient public transportation could significantly benefit downtown Corpus Christi, potentially reducing traffic congestion and promoting sustainable commuting practices. to choose vehicles.

Chart 15 Possible Alternative Methods to Commute Downtown (409 responses)

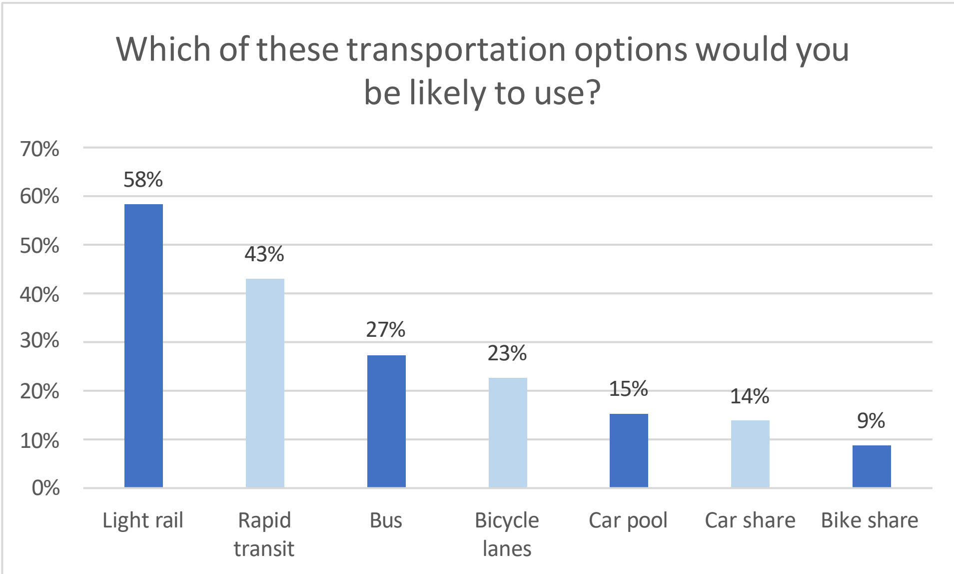
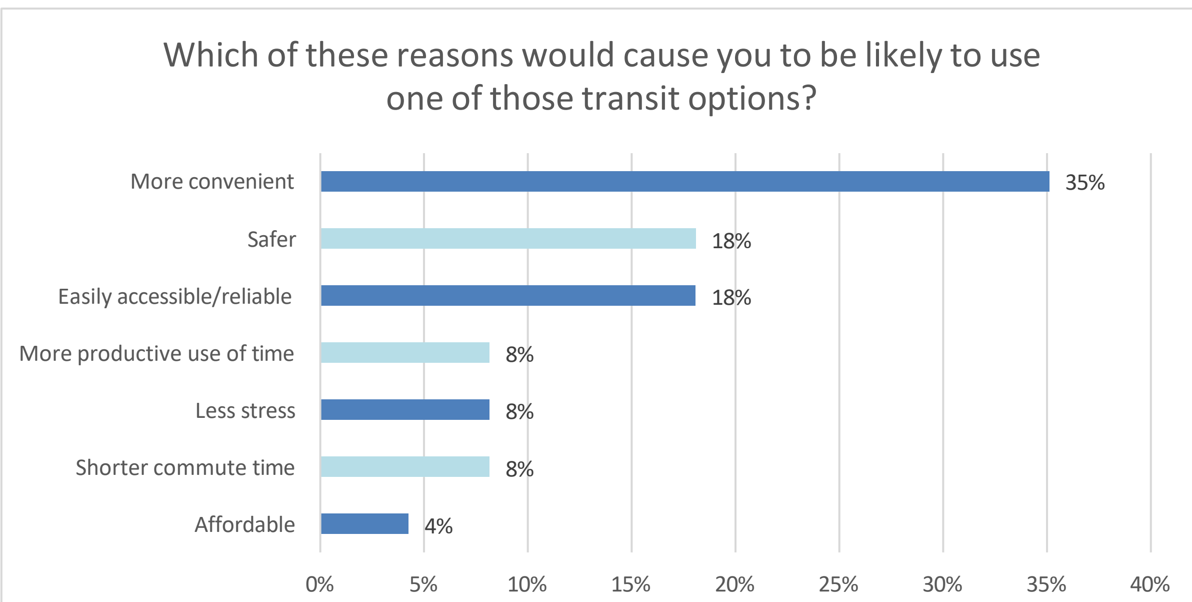


Chart 16 reports what factors would lead to making a choice to use an alternative method to travel downtown.

Chart 16 Motivation to Choose Alternative Methods to Commute.

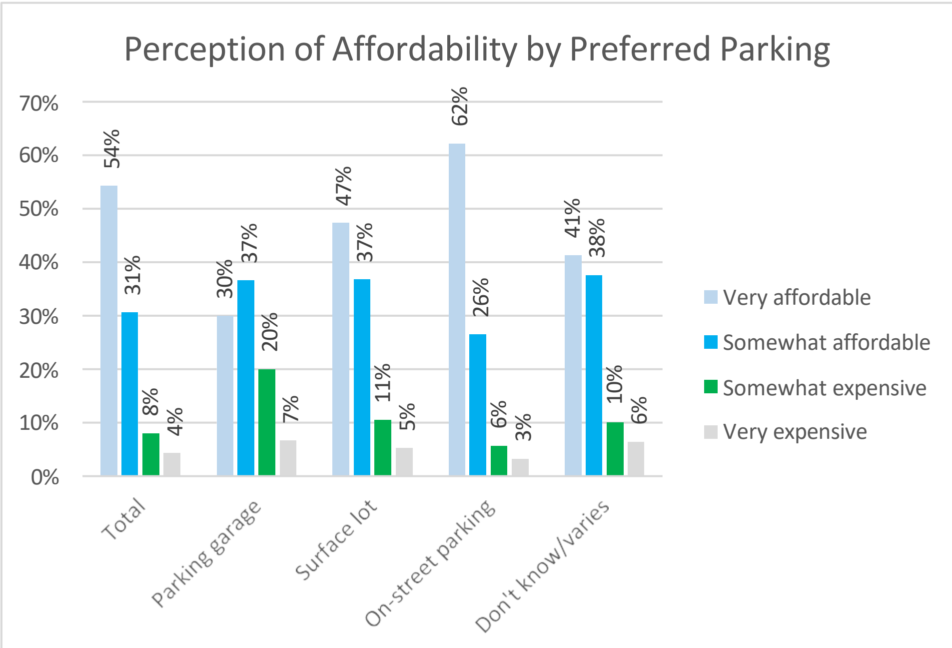


The chart shows that convenience, accessibility/reliability, and safety are the top factors motivating respondents to consider alternative commuting methods to downtown. These insights could inform strategies to enhance public transportation options and infrastructure, making them more appealing and practical for daily commuters.

Parking Downtown

Given the number of respondents who choose to drive their own vehicles when commuting downtown, it is important to look at perceptions of parking in downtown Corpus Christi. Chart 17 shows the perceived affordability of parking options in downtown Corpus Christi by parking preferences.

Chart 17 Perceived Affordability of Parking Options by Preference



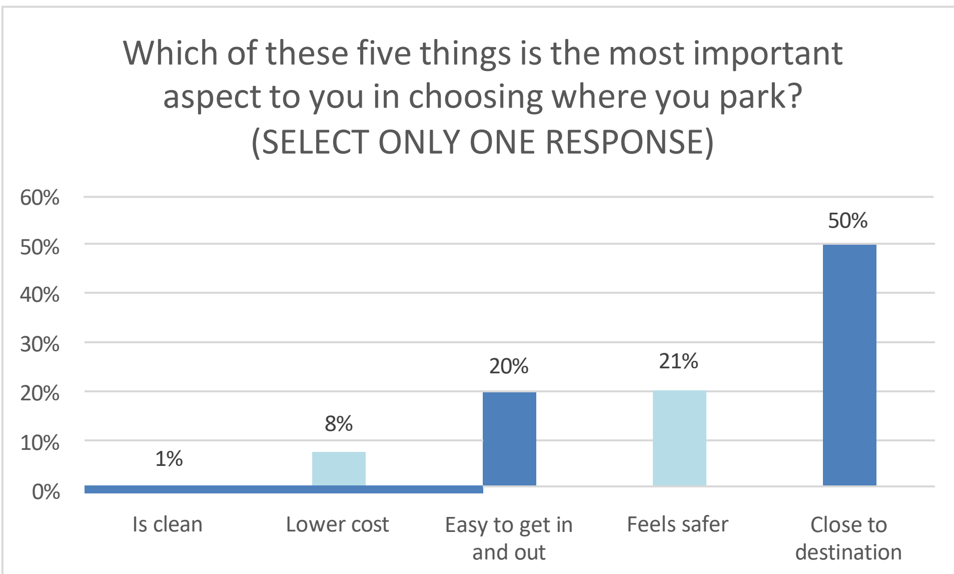
Some insights to the data are:

- **On-street Parking Preference:** A significant majority of respondents who prefer on-street parking consider it to be very affordable or somewhat affordable (82%). This suggests that on-street parking is perceived as the most cost-effective choice among the respondents.
- **Parking Garage and Surface Lot Preferences:** Both parking garages and surface lots have more varied feelings of affordability, though a notable part of their users also find these options to be affordable to some degree. However, the inclination towards finding these options expensive is slightly higher compared to on-street parking.
- **Don't Know/Varies Preference:** Respondents without a specific parking preference show a diverse range of perceptions about affordability, indicating that their experiences or priorities may significantly vary or that they are indifferent to parking costs.

- **Affordability Concerns:** While there are respondents across all parking preferences who find parking to be somewhat or very expensive, the proportion is lower than those who find it affordable. This shows that while affordability concerns exist, they are not predominant among the survey participants.

Analyzing the preferences of individuals when choosing where to park downtown reveals insightful trends about the most valued aspects of parking. The survey data encompasses responses on numerous factors, including cost, ease of access, safety, cleanliness, and proximity to the destination. Chart 18 depicts the responses to the question "what are the most important considerations when you choose to park downtown?"

Chart 18 What Are the Most Important Considerations When You Choose to Park Downtown



The analysis of the data leads to several key conclusions:

- **Proximity is paramount**: The overwhelming majority of respondents prioritize parking close to their destination over other factors. This preference underscores the value of convenience and time saving in choosing parking locations downtown.
- **Safety and accessibility:** Safety and ease of access are also significant considerations, with a substantial number of respondents highlighting these as their primary concerns. These factors likely reflect the desire for a secure and hassle-free parking experience.
- **Cost and cleanliness:** While cost is a consideration for some individuals, it ranks lower than proximity, safety, and accessibility. Cleanliness, though appreciated, is the least prioritized aspect among the surveyed individuals. This suggests that while price sensitivity and cleanliness are factors, they are secondary to the more pressing concerns of location convenience, safety, and ease of access.

Another question asked of respondents was the method they would prefer to use to pay for parking downtown.

Chart 19 Method Preferred to Pay for Downtown Parking

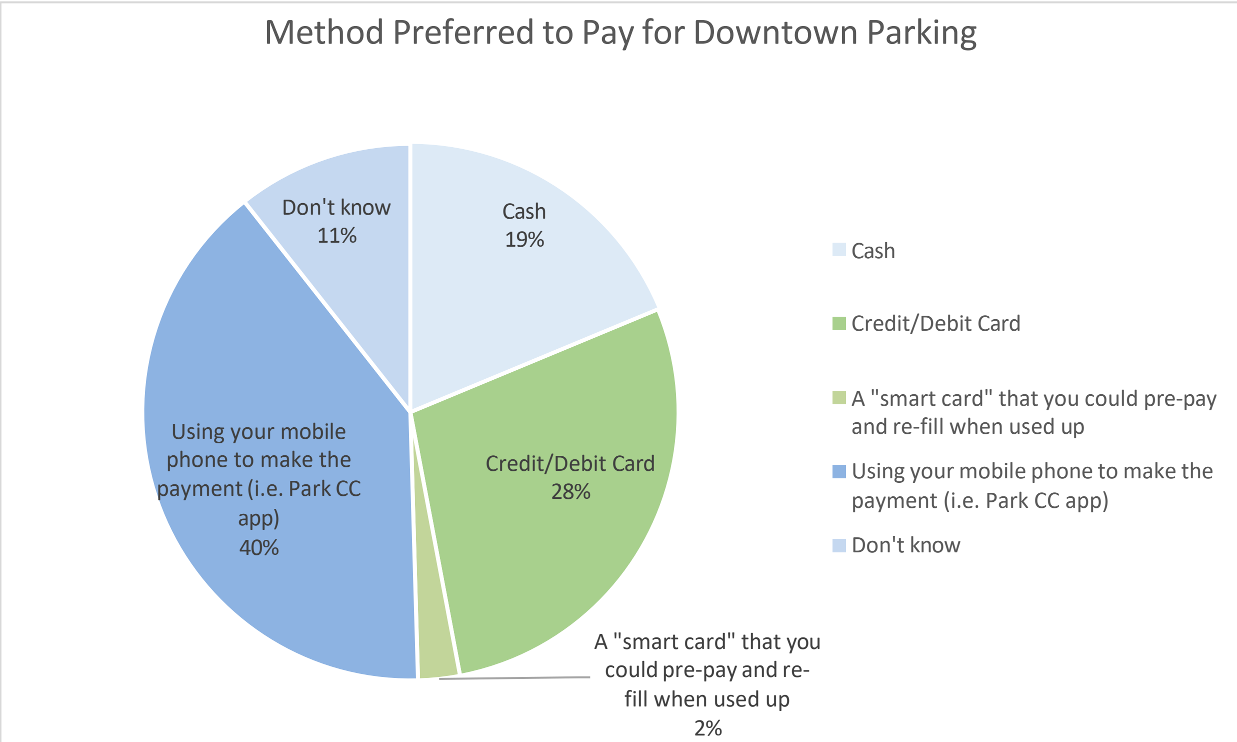
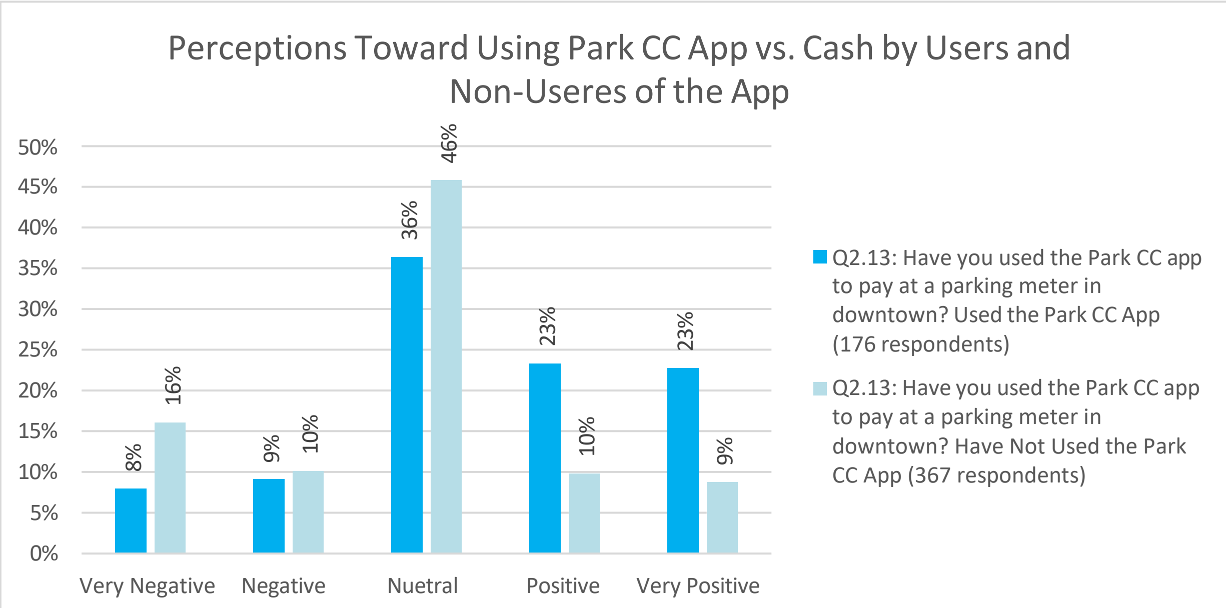


Chart 19 visualizes the preferred payment methods for parking downtown, clearly indicating a strong preference for using mobile apps, followed by credit/debit cards, cash, and smart cards. This analysis suggests several key insights:

- **Digital Dominance**: The preference for using mobile apps signifies the growing trend towards digital payment solutions, emphasizing the need for parking infrastructure to support and integrate such technologies.
- **Traditional Methods Remain Relevant**: Despite the digital shift, traditional payment methods like credit/debit cards and cash still hold significant importance, indicating a diverse user base with varying needs and preferences.
- **Innovation Opportunity**: The interest in smart cards, though minimal, points to an openness towards innovative payment solutions that could offer added convenience, security, or rewards.

Survey respondents clearly state that their preference in paying for downtown parking is digital. When asking about the current digital solution, the "Park CC" app, that is available for downtown parking Table 6 shows that only 34% of the respondents have used the app.

Chart 20 Use and Perception of Park CC App



As demonstrated by Chart 20:

- **Perception of Parking Meters:** Those who have used the Park CC App tend to have a more positive perception (46%) of parking meters compared to those who have not used the app (19%). This is indicated by higher percentages in the "Positive" and "Very Positive" categories for app users.
- **Negative Perceptions:** A significant portion of both groups have negative perceptions ("Very Negative" and "Negative"), but this sentiment is more pronounced among those who haven't used the app (26%).
- **Neutral Stance:** There's a notable percentage of respondents in the "Neutral" category for both groups, indicating that a segment of the population may be indifferent or have mixed feelings about parking meters regardless of app usage.
- **Room for Improvement:** While the Park CC app has garnered more positive perceptions among users, there is still room for improvement as a considerable proportion of users express neutral or negative perceptions. Addressing concerns or improving user experience for those with neutral or negative perceptions could help further enhance overall satisfaction and adoption of the app. Finally, only 33% of the 543 respondents to the question are users of the app. Emphasizing the advantages of using the app, such as convenience, efficiency, and potentially cost savings, could help attract more users and shift perceptions among non-users.

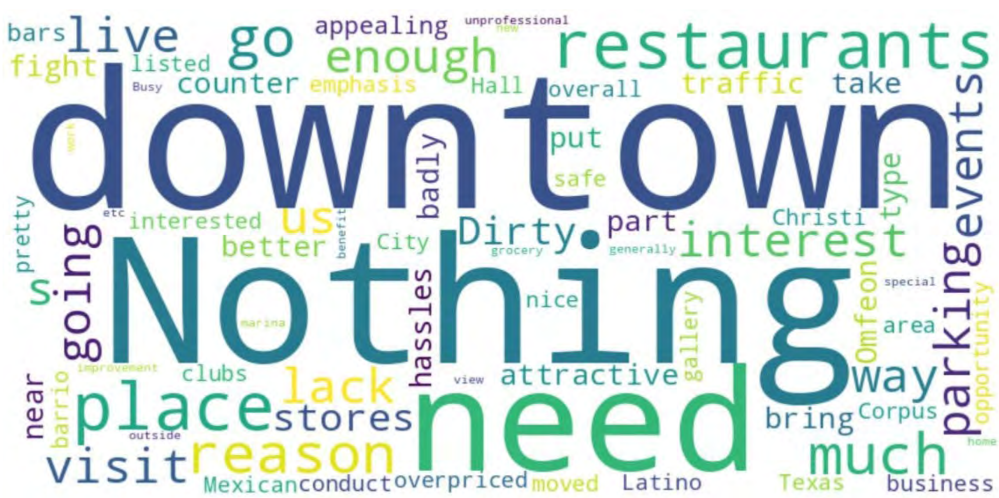
In summary, while there are differences in perceptions between users and non-users of the Park CC app, the data indicates an opportunity to improve overall perceptions and promote the benefits of using the app for a more positive parking experience. Addressing concerns, enhancing user experience, and effectively communicating the advantages of the app could contribute to increased adoption and satisfaction among both current and potential users.

Attitudes of Non-Users of Downtown Corpus Christi in the Last Six Months

While the majority of the report have focused on those who have used downtown Corpus Christi in the last 6 months of 2023, it is also important to learn about the perceptions of those who have not used the downtown. As previously stated, this is a very small group of survey respondents (28), so the data will only reflect the perceptions of the respondents who completed the survey and cannot be generalized to the entire Corpus Christi population.

When asked about their reasons for not visiting downtown Corpus Christi their responses highlight various concerns, including the presence of vagrants, a lack of appealing destinations, traffic and parking issues, and a perceived lack of interest or attractions. Chart 21 is a word cloud that visualizes the open-ended responses.

Chart 21 What are Your Reasons for not Visiting Downtown Corpus Christi in the Past Six Months?



An analysis of the responses is below:

- **Presence of Vagrants**: A significant number of responses mention the presence of vagrants as a deterrent, indicating that safety or comfort may be concerns for potential visitors.
- **Lack of Interest:** Many responses indicate a lack of interest in the current attractions or activities available downtown, suggesting that the area may not be meeting the entertainment or leisure preferences of these individuals.
- **Traffic and Parking Concerns**: Traffic and parking issues are mentioned as barriers, highlighting the importance of accessible and convenient transportation and parking solutions for encouraging visits.

- **Specific Preferences:** Some responses mention specific types of destinations or activities that are lacking downtown, such as certain types of restaurants or cultural attractions, pointing to potential areas for development.

Overall, these findings suggest that addressing concerns related to safety, enhancing the variety and appeal of attractions, and improving transportation and parking infrastructure could potentially increase visitation to downtown Corpus Christi.

Chart 22 Please Rate the Following Influences That May Keep You from Visiting Downtown?

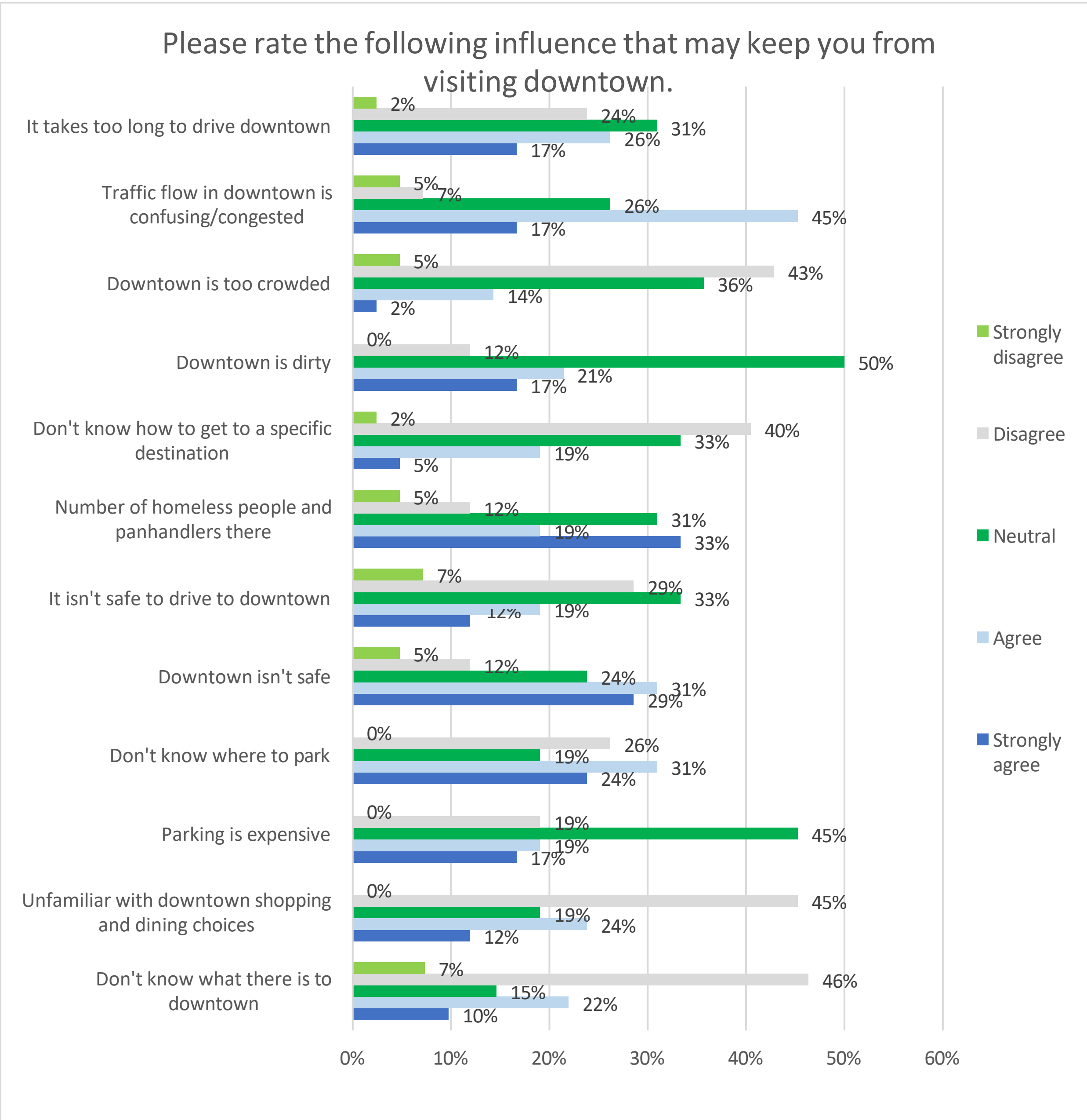


Chart 22 contains responses to a survey question asking respondents to rate various influences that may deter them from visiting downtown. The statements include factors such as lack of knowledge about downtown attractions, unfamiliarity with shopping and dining options, expensive parking, and uncertainty about where to park. Respondents rated their agreement with these statements on a scale from "Strongly agree" to "Strongly disagree."
Summarizing the chart data, the following observations can be made:

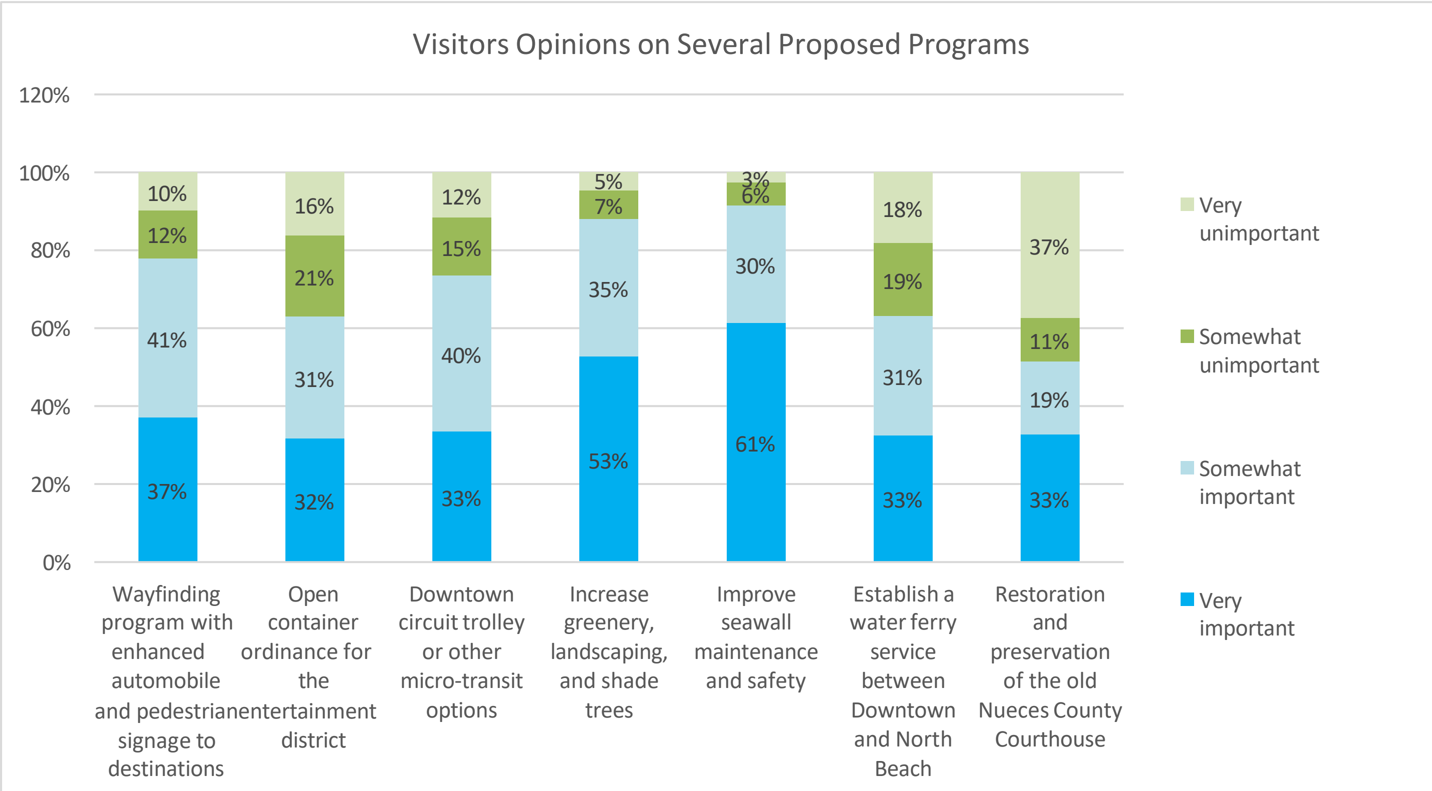
- **Knowledge and Accessibility**: A significant portion of respondents indicated a lack of knowledge about what downtown has to offer (32%) and how to get to specific destinations (24%). However, most respondents disagree with the statement about not knowing what there is to downtown (53%), suggesting that while some are uninformed, a larger group is aware but possibly not attracted enough to visit.
- **Safety and Homelessness**: Concerns about safety (60%) and the number of homeless people and panhandlers are notable (52%), with a considerable percentage of respondents agreeing or strongly agreeing that these factors deter them from visiting downtown. This highlights safety and homelessness as critical issues impacting downtown's appeal.
- **Parking and Traffic**: Parking issues, including high costs (36%) and not knowing where to park (55%), along with the perception that downtown is too crowded (16%) and has confusing or congested traffic flow (62%), are significant deterrents for many respondents. While there's a mix of responses, the concern about expensive parking and the complexity of traffic flow stands out.
- **Environmental Perceptions**: Statements regarding downtown being dirty received mixed responses, with a significant number of neutral responses (50%), suggesting that while it may be a concern for some, it is not universally viewed as a major deterrent.
- **Travel Time**: Concerns about the time it takes to drive downtown appear to be moderately significant, with many respondents agreeing (43%) or remaining neutral (31%), indicating that the convenience of getting to downtown could influence their decision to visit.

Overall, these findings suggest that improving safety, addressing homelessness, enhancing parking accessibility and affordability, clarifying traffic and navigation information, and improving downtown's cleanliness could make it more appealing to potential visitors.

Importance of Downtown Initiatives

Over the last several years several groups have discussed a number of initiatives to attract individuals to downtown Corpus Christi. Visitors to downtown Corpus Christi were asked the question “Several new programs are listed below that are being discussed for downtown Corpus Christi. Please indicate whether you feel that addition is very important, somewhat important, somewhat unimportant, or very important.” In Chart 23 below you can view the findings based on the percentages of responses for each level of importance.

Chart 23 Visitors Opinions on Several Proposed Programs



In summarizing the findings, it can be seen that:

- **Wayfinding program**: Seen as "Very important" by 37% and "Somewhat important" by 41%, indicating strong support for improving navigation within downtown.
- **Open container ordinance**: Has mixed responses, with 32% considering it "Very important" and a similar proportion finding it "Somewhat important." A significant percentage views it as "Somewhat unimportant" (21%) or "Very unimportant" (16%).
- **Downtown circuit trolley/micro-transit**: Also receives strong support, with 33% rating it "Very important" and 40% "Somewhat important."
- **Increase greenery, landscaping, and shade trees**: This initiative has the highest level of support, with 53% rating it "Very important" and 35% "Somewhat important."
- **Improve seawall maintenance and safety**: This receives the strongest support among all initiatives, with 61% considering it "Very important" and 30% "Somewhat important."
- **Water ferry service**: Views are more divided, with 33% rating it "Very important" and 31% "Somewhat important." Nearly equal parts find it "Somewhat unimportant" (19%) and "Very unimportant" (18%).
- **Restoration of the old Nueces County Courthouse**: Has a varied response, with 33% considering it "Very important" and 19% "Somewhat important." Notably, 37% rate it "Very unimportant," indicating significant opposition.

Overall, the data suggests a strong visitor interest in practical improvements that enhance the usability and safety of downtown Corpus Christi. Projects that beautify the area or improve transportation are highly favored, while those with less direct impact on daily visitor experiences or perceived as less critical receive more varied levels of support. Other conclusions are:

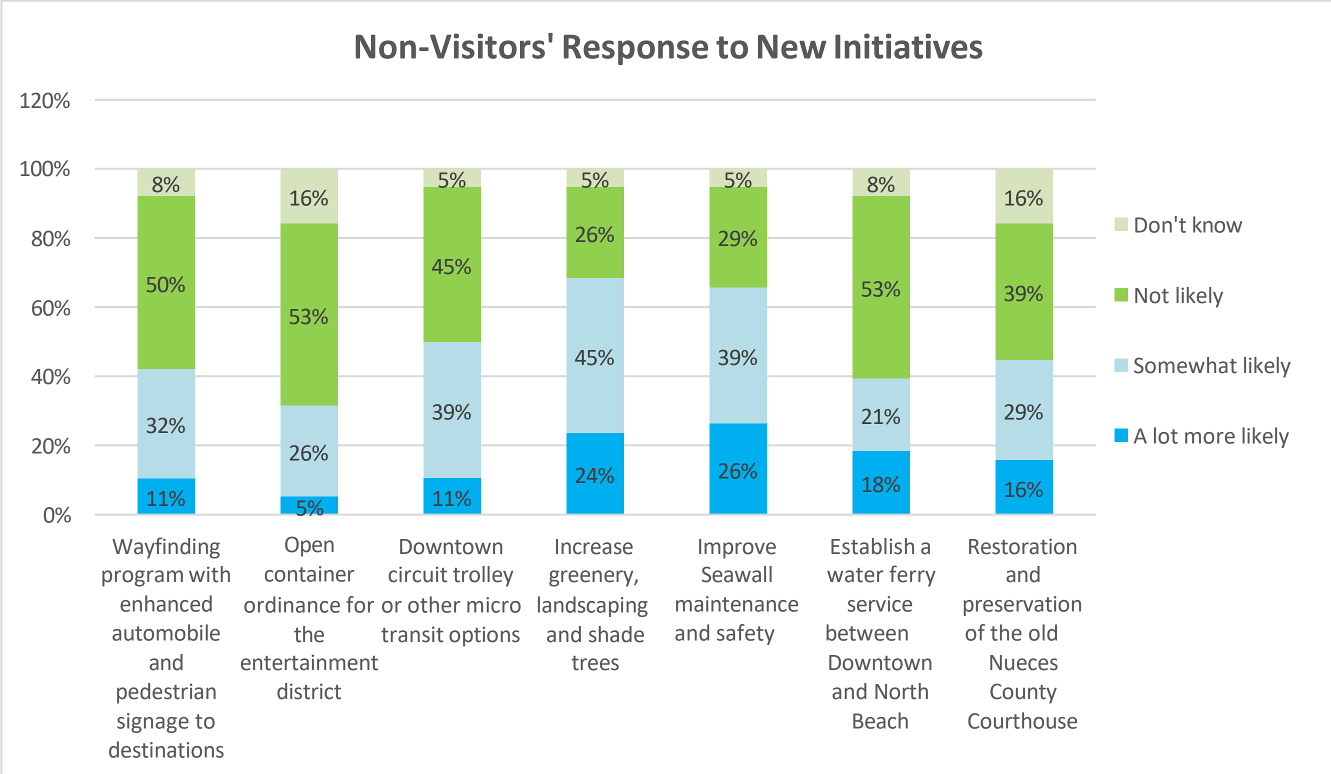
- The most supported initiatives are those that directly improve the physical environment and public safety, such as increasing greenery, improving seawall maintenance, and enhancing wayfinding. These are seen as essential to enhancing the visitor experience.
- The restoration of the old Nueces County Courthouse received more mixed or divided opinions, suggesting that while some see value in the project, there is considerable skepticism or prioritization of other initiatives over it.
- The mixed responses to the open container ordinance and the water ferry service indicate that while there is interest, there are also concerns or lower priority placed on these initiatives compared to others.

When non-visitors were asked the same question with response choices of "whether that would make you a lot more likely to go downtown, somewhat more like likely, or would not affect your likelihood to go downtown at all." Below is a summary of the finding which can be seen in Chart 24 on the following page. Below is a summary of the findings based on the percentages of responses for each program:

- **Wayfinding program**: 11% said it would make them a lot more likely to visit, while 32% said somewhat likely, and 50% said it would not affect their likelihood.
- **Open container ordinance**: Only 5% indicated a lot more likely, 26% somewhat likely, and 53% not likely, with a notable 16% unsure.
- **Downtown circuit trolley/micro-transit**: 11% a lot more likely, 39% somewhat likely, and 45% not likely, showing some interest in improved transportation.
- **Increase greenery, landscaping, and shade trees**: 24% a lot more likely, the highest among the options, 45% somewhat likely, and 26% not likely.
- **Improve seawall maintenance and safety**: 26% a lot more likely, also high, 39% somewhat likely, and 29% not likely.
- **Water ferry service**: 18% a lot more likely, 21% somewhat likely, and 53% not likely, indicating mixed interest.
- **Restoration of the old Nueces County Courthouse**: 16% a lot more likely, 29% somewhat likely, and 39% not likely, with a significant portion unsure (16%).

Similar to those who have visited downtown Corpus Christi in the last six months non-visitors are more likely to be attracted to downtown Corpus Christi by tangible improvements to the environment and infrastructure, rather than policy changes or services with less direct impact on their experience.

Chart 24 Non-Visitors' Response to New Initiatives



Other conclusions from the data are that:

- Transportation improvements, such as the downtown circuit trolley (50%), also interest non-visitors, though there's a significant portion (45%) who believe it wouldn't change their likelihood of visiting.
- Less interest is shown in the open container ordinance (31%) and the water ferry service (39%), with over half of the respondents stating these would not affect their likelihood of visiting downtown.
- The relatively high percentage of "Don't know" responses for some initiatives suggests a lack of awareness or understanding of how these programs might enhance their visit, indicating a potential area for increased communication or marketing efforts.

When comparing visitor and non-visitor opinions the findings highlight a clear preference among the respondents for practical, tangible improvements over more abstract policy changes, with a shared interest in making downtown Corpus Christi a more inviting and enjoyable place for everyone.

What is Missing in Downtown Corpus Christi?

Visitors and non-visitors were also asked to state what they believe is missing in downtown Corpus Christi.

Chart 25 What is Missing in Downtown Corpus Christi?

Visitors

Non-Visitor

The word cloud for visitors highlights festivals, safety, cleanliness, and marketing. This indicates an interest in enhancing the quality and promotion of downtown experiences to encourage repeat visits.

- **Festivals and Events**: A strong interest in tourist-friendly monthly festivals, such as wine walks, beer walks, or children's festivals, to attract people downtown.
- **Safety and Cleanliness**: Concerns about safety and cleanliness, with suggestions for addressing homelessness and maintaining cleaner streets.
- **Marketing and Advertisement**: The need for better advertising of upcoming attractions, through social media or news channels, to draw more visitors.
- **Shopping Opportunities**: A desire for more shopping options, including small, local businesses and grocery or convenience stores near residential areas.
- **Entertainment Options**: Interest in expanding entertainment opportunities, including amusement parks or other attractions.

Non-Visitor responses to the question highlight non-visitors emphasizes accessibility, waterfront dining, and family activities. This suggests a focus on inclusivity and leveraging natural assets to attract first-time visitors.:

- **Accessibility**: There's a specific call for more wheelchair accessibility, including parking and ramps, indicating a need for inclusivity in urban planning.
- **Waterfront Dining**: Interest in more waterfront eateries with views suggests a desire for leisure and dining experiences that capitalize on the natural beauty of the area.

- **Restaurants and Attractions**: A demand for more restaurants and tourist attractions, pointing towards a desire for a vibrant, activity-filled downtown.
- **Family Activities**: The need for more family-oriented activities, indicating that downtown could become a more attractive destination for families.
- **Millennial Appeal**: Requests for amenities or activities that cater specifically to millennials, suggesting a gap in offerings for younger adults.

When comparing and contrasting responses from groups there some grounds and unique perspectives:

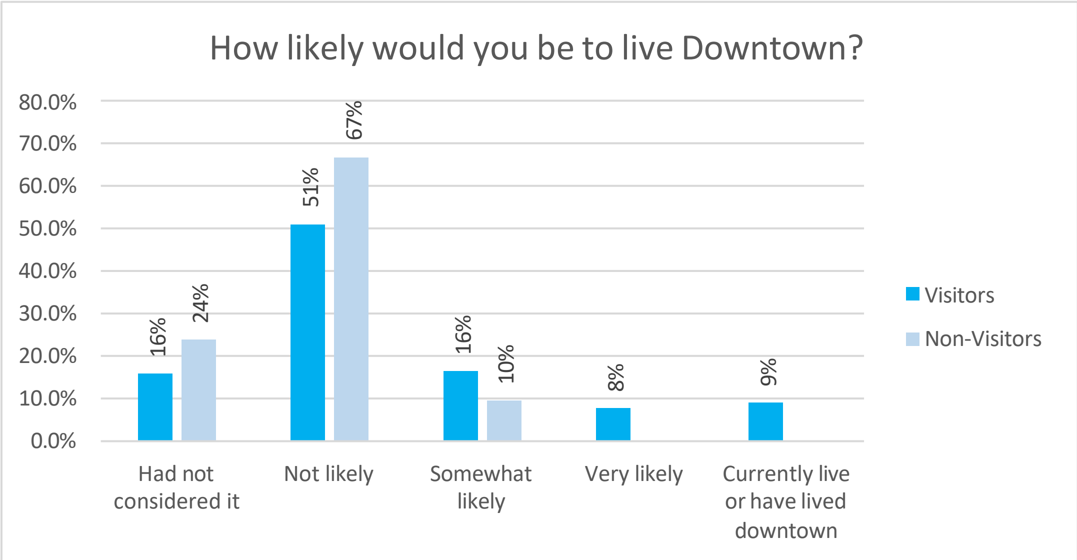
- Both groups underscore the importance of enhancing downtown Corpus Christi's appeal through a combination of infrastructure improvements, event programming, and marketing efforts.
- Non-visitors appear to prioritize foundational aspects of the downtown experience, such as accessibility and basic amenities, which could facilitate their initial engagement with the area.
- Visitors, having already experienced downtown, suggest improvements that would make their future visits more enjoyable or likely, such as through unique events and improved safety and cleanliness.

Addressing the concerns and suggestions from both groups could lead to a more inclusive, vibrant, and attractive downtown area for a broad spectrum of potential and returning visitors.

Living Downtown

Downtown visitors and non-visitors were asked about the likelihood of living downtown? Chart 26 underscores the diverse perceptions and experiences influencing individuals' willingness to consider downtown living.

Chart 26 How Likely Would You Be to Live Downtown?

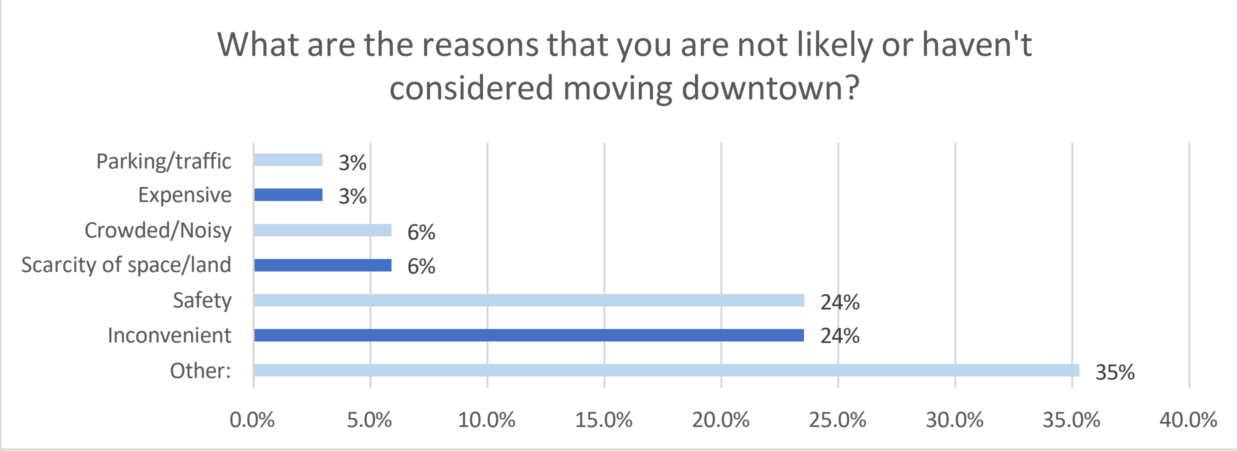


Analysis of this data suggests:

- **Non-Visitors Exhibit Higher Resistance**: A larger proportion of non-visitors express reluctance to consider downtown living, with two-thirds indicating it's not likely, compared to just over half of the Visitors.
- **Some Openness Among Visitors**: Visitors show a degree of openness to the idea, with notable percentages in the "Somewhat likely" and "Very likely" categories, suggesting they see some appeal in downtown living.
- **Lack of Consideration:** A significant portion of both groups had not even considered living downtown, indicating potential for increased awareness or marketing efforts to highlight downtown living benefits.
- **Low Overall Enthusiasm:** The enthusiasm for living downtown is generally low, especially noted in the low percentage of Visitors likely to live downtown (8%) and the absence of data for Non-Visitors in the "Very likely" category.
- **Experience Influences Perception**: The inclusion of a category for those who currently live or have lived downtown, specifically among Visitors, sheds light on how direct experience with downtown living influences perceptions and likelihoods. This experience may provide a nuanced understanding of downtown living, potentially affecting their views on its appeal or drawbacks.

When non-visitors were asked the question "What are the reasons you would consider moving downtown?" there were no responses to the closed-ended nor open-ended questions. Chart 27 visualizes the responses from non-visitors when asked the "What are the reasons that you are not likely or haven't considered moving downtown?"

Chart 27 Reasons that You Are Not Likely or Haven't Considered Moving Downtown



From these data points, we can draw several conclusions:

- **Diverse Concerns:** A significant number of respondents (over 35%) chose "Other" as their reason, which suggests that there are various individual-specific concerns that are not captured by the predefined options in the survey.

- **Inconvenience and Safety**: Both inconvenience and safety are major factors for about 23% of respondents each.

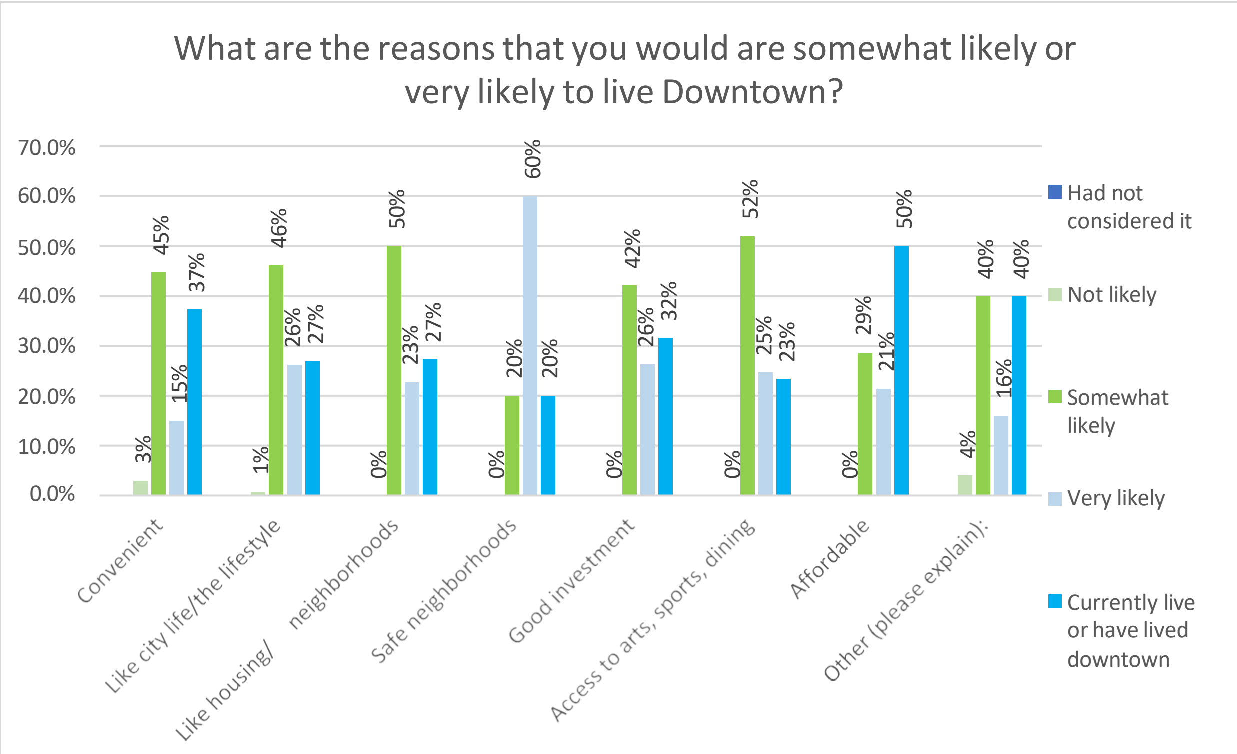
Chart 28 Responses to "Other" For Non-Visitors Who Are Not Likely or Haven't Considered Moving Downtown?"

Responses to the closed-ended questions clearly demonstrate that safety and convenience are major concerns. However, with "other" being the most common response it is important to assess what these responses are telling us.

- **Accessibility Concerns**: The prominence of "WHEELCHAIR" and "ACCESSIBILITY" suggests that there are significant concerns about the accessibility of downtown areas for individuals with disabilities. This could indicate that the downtown area is not perceived as inclusive or equipped to accommodate people who require wheelchair access.
- **Location Preference**: Words like "island," "beach," and "country" indicate a strong preference for living in more natural, possibly quieter, and less congested areas. It seems that proximity to natural features such as beaches is valued over the urban environment of downtown.
- **Residential Satisfaction:** The responses reflect contentment with current living situations, as seen in words like "happy," "comfortable," and "neighborhood." This suggests that people have little incentive to move because they are satisfied with their current residences and the amenities or environment they offer.
- **Community Ties:** The importance of being "close to family & friends" highlights the value placed on social ties and community connections, which may not be as strong or as easily fostered in a downtown setting.
- **Tourism Impact:** There is an aversion to areas frequented by "tourists," implying a preference for privacy, community stability, and perhaps a quieter lifestyle than what is expected in tourist-heavy downtown areas.
- **Personal Appeal**: Phrases like "little appeal for me personally" and "No desire" suggest that downtown lacks the attributes or lifestyle that these individuals seek. This could point to a mismatch between the offerings of downtown and the personal preferences or needs of these individuals.

When visitors are asked the question "What are the reasons that you would are somewhat likely or very likely to live Downtown?" Chart 29 shows the responses to the question "What are the reasons that you would are somewhat likely or very likely to live in downtown Corpus Christi."

Chart 29 What Are the Reasons That You Do, Would, Are Somewhat Likely or Very to Live in Downtown Corpus Christi."



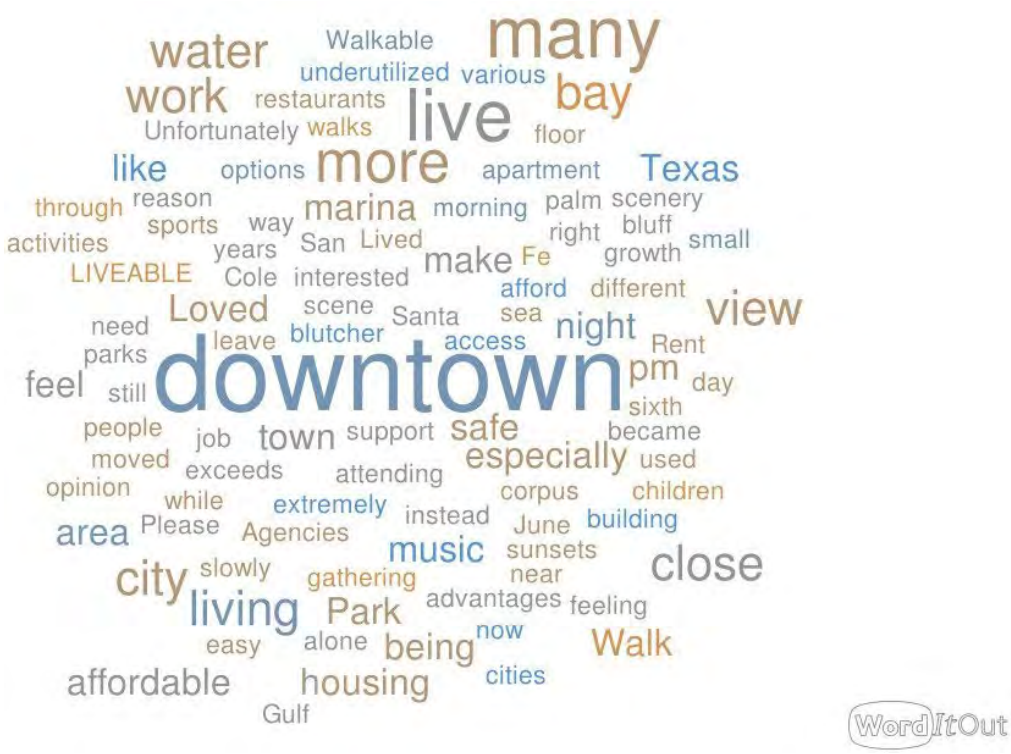
The data suggests the following conclusions:

- The urban lifestyle is highly valued, with two-thirds of the respondents attracted to what city life has to offer. This could include the energy, convenience, and social opportunities available in an urban setting.
- Cultural amenities and convenience are significant factors that contribute to the likelihood of individuals considering downtown living. This underscores the importance of access to entertainment, dining, arts, and ease of getting around.
- There are specific, diverse reasons categorized under "Other," which highlights that there are unique and varied personal reasons that play a role in individuals' decisions. These reasons may require further qualitative analysis to understand in depth.
- A smaller percentage of individuals appreciate the housing and neighborhood quality in downtown, which suggests that while not the most key factor, the living conditions and community environment are still relevant to the decision-making process.
- Of those who are living or have lived downtown, half said affordability, with convenience and worthwhile investment selected by a third of those who live downtown.

Neighborhoods, safety, and access to sports were selected by about of fifth of the respondents.

Chart 30 looks at the open-ended responses to the “What Are the Reasons That You Do, Would, Are Somewhat Likely or Very to live in downtown Corpus Christi.”

Chart 30 What Are the Reasons That You Do, Would, Are Somewhat Likely or Very Likely to Live in Downtown Corpus Christi



Based on both the closed-ended and open-end data the following conclusions can be drawn:

- **Lifestyle Preferences**: The most prominent reason for considering downtown living is the appeal of city life and its associated lifestyle. This suggests that the urban experience, with its dynamism and cultural richness, is a major draw for potential residents.
- **Cultural Access**: The accessibility to arts, sports, and dining options is a significant factor, as shown by its strong presence in the word cloud. This underscores the value of having diverse and convenient cultural and recreational amenities close by.
- **Convenience**: The convenience of living downtown is a key consideration for many respondents. This might relate to the proximity to work, schools, shopping, or other daily needs that a downtown location can provide.
- **Individual Specific Reasons**: The presence of "Other" in the data shows that there are varied personal reasons that influence individuals' likelihood to live downtown, which may not be captured by more broad categories but are nonetheless important.

- **Residential Quality**: The quality of housing and neighborhoods is a lesser but still noted factor, suggesting that the environment and living conditions downtown do have an impact on the decision to live there.

When comparing both visitors' and non-visitors' responses the data reveal distinct motivations and barriers for living downtown among visitors and non-visitors to downtown Corpus Christi.

- Non-visitors show a higher resistance to the idea, primarily due to safety and convenience concerns, and a sizable part had not considered downtown living at all.
- Visitors, while showing some openness, still express low overall enthusiasm, influenced by their experiences and the perceived benefits or drawbacks of downtown living.
- Key factors deterring both groups include the appeal of natural environments over urban settings, satisfaction with current residences, and the value of community ties outside downtown areas.

This suggests that improving downtown's inclusivity, safety, and highlighting unique living benefits could address some concerns and potentially attract more residents.

Respondents who already live downtown were asked to respond to the question "How do you feel about living downtown?" on a scale of from 1 to 7, where 1 is "not at all satisfied" and 7 is "extremely satisfied." There were no responses for a rating of one, indicating no extreme dissatisfaction and a small percentage of respondents gave ratings of 2 and 3 (approximately 11% and 9%, respectively). Ratings of four also received around 9%, indicating a neutral position. Most responses seem to be concentrated around ratings 5 and 6, with a significant 39% for 5 and 20% for six, showing general satisfaction. Rating seven received 11%, indicating a group of extremely satisfied residents.

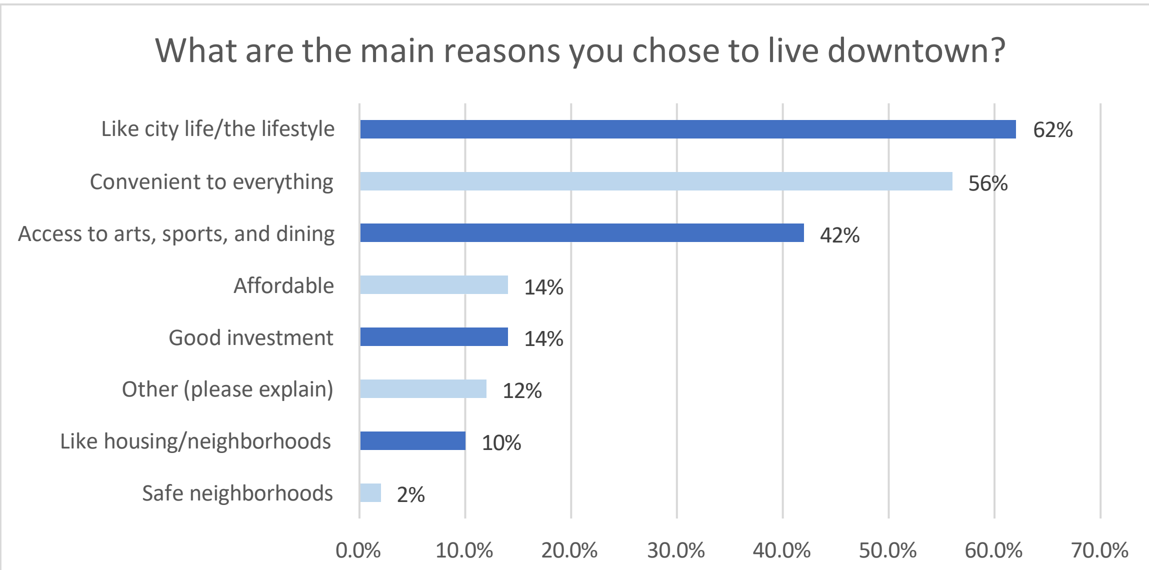
The data shows general satisfaction among the respondents living downtown, with many of the responses skewed towards the higher end of the scale. A considerable proportion of residents feel positively about living downtown, as shown by the significant percentages for ratings 5 and 6 and the presence of extremely satisfied individuals (rating 7). While the overall sentiment is positive, the presence of ratings below 5 suggests that there is still room for improvement to enhance satisfaction levels further.

When looking at responses from those who live or have lived downtown as to why they live in downtown Corpus Christi, the responses shown in Chart 31 on the next page provide a view of the main reasons respondents chose to live in downtown Corpus Christi, along with the percentages of respondents who selected each reason:

- **Like City Life/The Lifestyle**: 62% of respondents enjoy the urban lifestyle that downtown living offers, making it the most popular reason.
- **Convenient to Everything**: 56% appreciate the convenience of being close to various amenities and services.
- **Access to Arts, Sports, and Dining**: 42% are attracted to downtown for its cultural and recreational offerings.

- **Affordable**: 14% find downtown living to be affordable, showing cost-effectiveness as a significant factor.
- **Good Investment**: Also at 14%, viewing downtown living as a promising investment opportunity.
- **Other (please explain)**: 12% had other specific reasons for their choice, requiring further explanation.
- **Like Housing/Neighborhoods**: 10% were motivated by their preference for the housing or neighborhoods in downtown.
- **Safe Neighborhoods**: Only 2% chose safety as a primary reason, suggesting it may not be the leading factor for choosing downtown living.

Chart 31 Main Reasons You Live in Downtown Corpus Christi



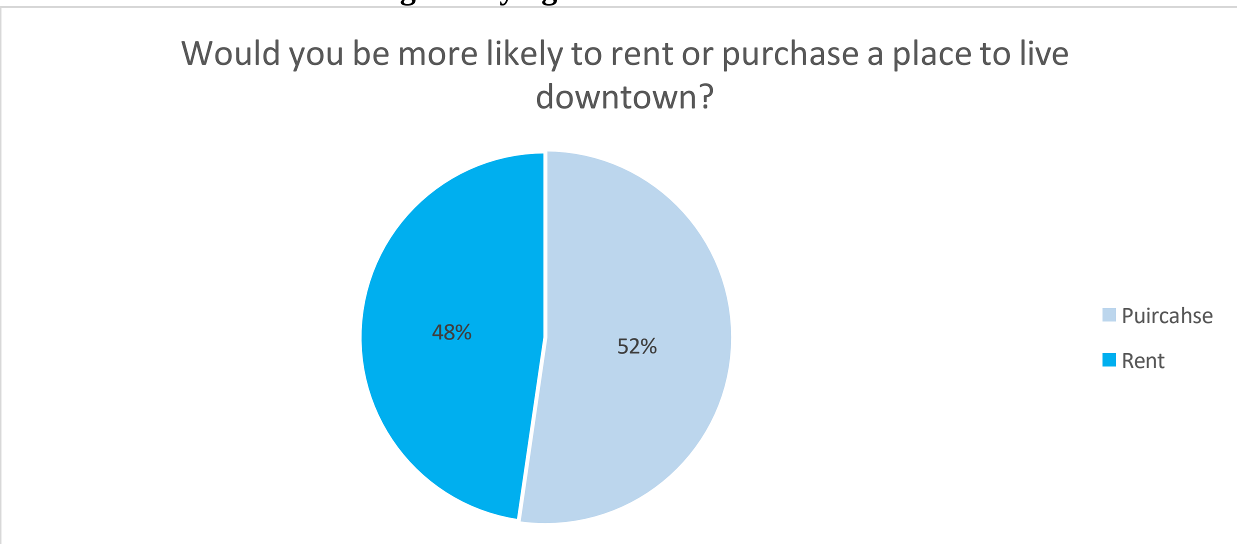
From this data it can be concluded that

- The predominant reasons for living in downtown Corpus Christi revolve around lifestyle preferences, with a significant emphasis on the convenience (56%) and accessibility of urban living (42%). This suggests that the lifestyle and vibrancy of downtown areas are key attractions.
- Cultural and recreational access is also highly valued, pointing to the importance of keeping and expanding downtown's offerings in arts, sports, and dining to keep and attract residents.
- While affordability and investment potential are considered by some, they are not the primary drivers for the majority. However, these aspects still play a role in the decision-making process for a segment of the downtown population.
- The relatively low percentage of respondents citing safety as a reason for living downtown may indicate that either downtown is perceived as sufficiently safe by its residents or that safety is not the top priority for those choosing to live in urban centers.
- The varied reasons underscore the multi-faceted appeal of downtown living, suggesting that policies and developments that enhance convenience, lifestyle, and cultural offerings could further increase downtown Corpus Christi's attractiveness as a residential area.

This analysis highlights the importance of understanding resident motivations to guide urban planning and development efforts effectively, ensuring downtown Corpus Christi continues to meet the needs and preferences of its current and potential residents.

When those who state that they are somewhat likely, or very likely to live in downtown Corpus Christi about their preference to rent or buy chart 32 shows the split between respondents who prefer to rent (48%) versus those who prefer to purchase (52%) a home downtown.

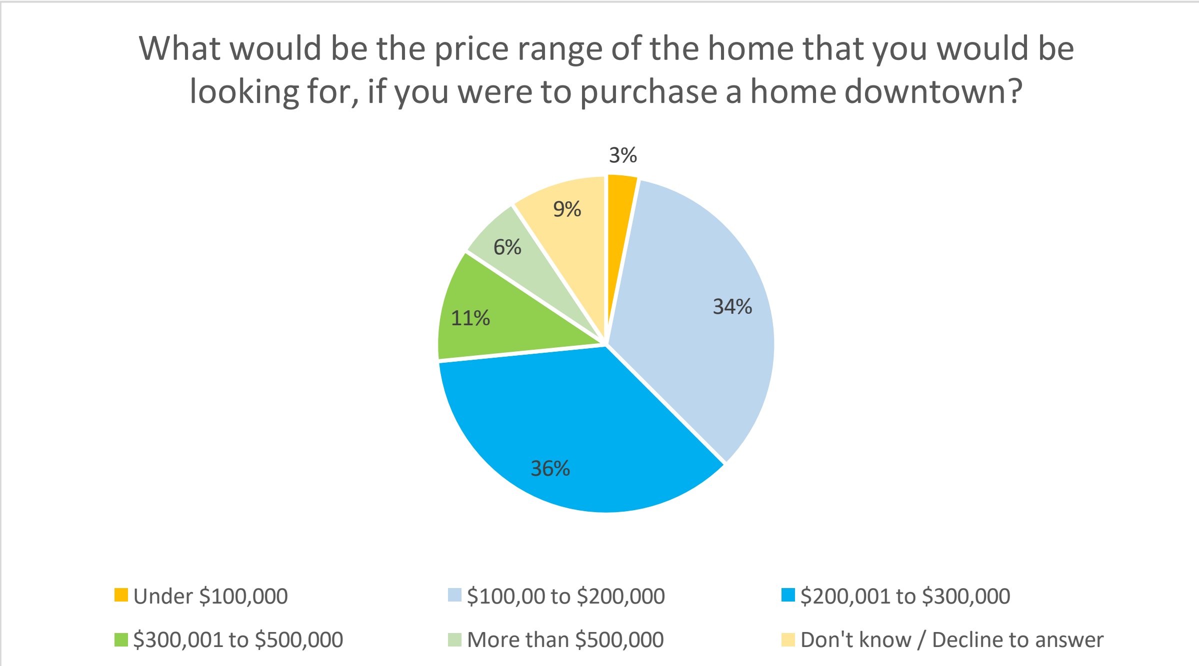
Chart 32 Preferences: Renting or Buying



In conclusion residents, compared to visitors and non-visitors, have distinct motivations and concerns about living downtown. Residents are likely influenced by the convenience, cultural amenities, and urban lifestyle downtown living offers. In contrast, non-visitors often cite safety, convenience, and a lack of familiarity as barriers, while visitors might appreciate downtown's attractions but have reservations about making it their home. Enhancing downtown's safety, inclusiveness, and promoting unique living benefits could bridge these gaps, attracting a broader spectrum of potential residents from both visitor and non-visitor groups. The overall interest in buying over renting might reflect a desire for long-term investment and stability in the downtown area.

Chart 33 illustrates the percentages of respondents interested in different price ranges for buying a home downtown.

Chart 33 Housing Price Range



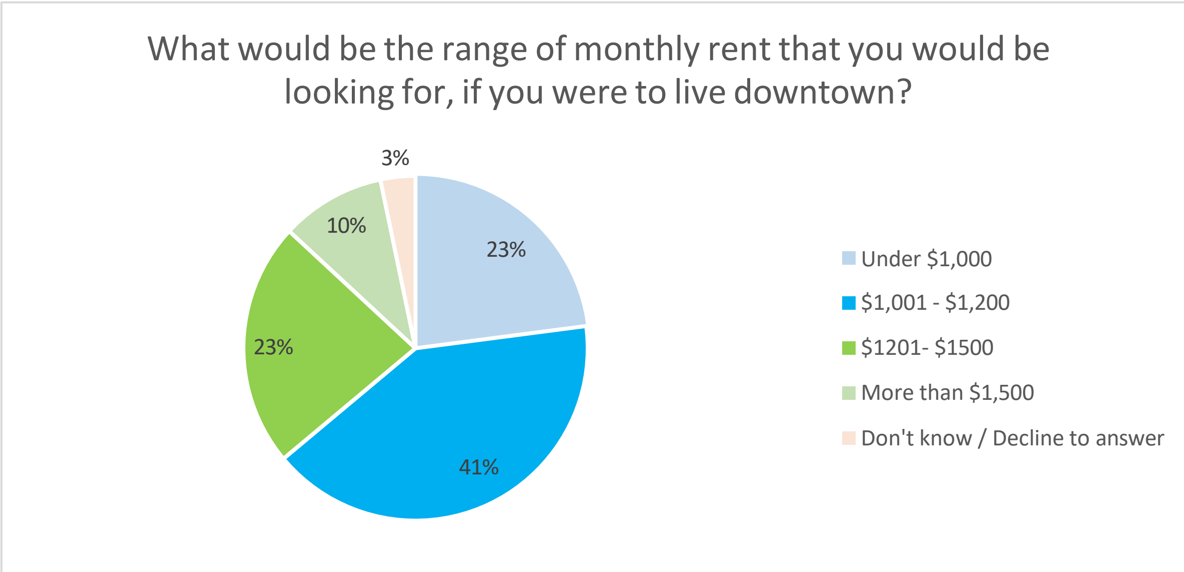
The data revels that When it comes to buying, a substantial number of respondents prefer homes in the $100,000 to $300,000 price range, indicating a demand for mid-range priced homes. This suggests that for downtown Corpus Christi to attract these potential residents, the availability of homes within this price range could be a critical factor. This interest in mid-range priced homes could reflect a broader demographic's financial capabilities or preferences, highlighting an opportunity for developers and city planners to focus on supplying housing options that cater to this demand.

Regarding those who would prefer to rent, data on the range of monthly rent that potential renters in downtown Corpus Christi Chart 34 on the following page provides a clear picture of rent affordability and preferences:

- Under $1,000: 23% of respondents prefer this range, showing a segment looking for more affordable options.\
- $1,001 - $1,200: The largest group, 41%, prefers this middle-range rent, suggesting a significant demand for moderately priced rental options.
- $1,201 - $1,500: Another 23% of respondents are comfortable in this slightly higher rent range, matching the preference for under $1,000.
- More than $1,500: A smaller segment, 10%, is willing to pay more than $1,500, showing a limited but present market for premium rental options.

- Don't know / Decline to answer: Only 3% of respondents were unsure or chose not to specify their preferred rent range.

Chart 34 Preferred Rental Amounts



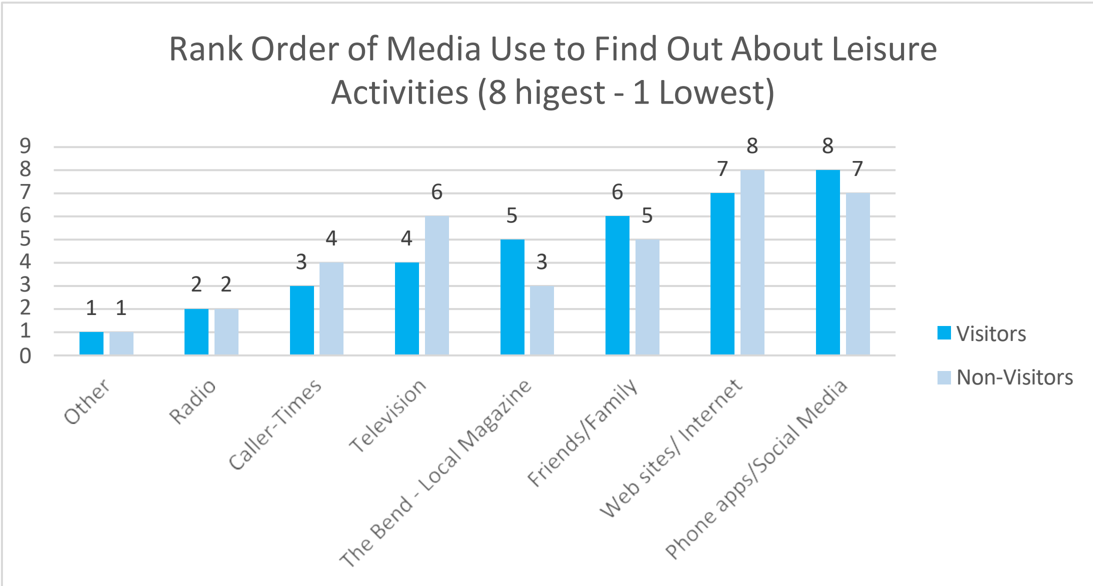
The data suggests:

- A strong preference among potential renters for moderately priced housing in downtown Corpus Christi, particularly in the $1,001 to $1,200 range. This indicates a market demand for affordable to mid-range rental options.
- The significant interest in rental options under $1,500 (over 85% of respondents) highlights the importance of supplying a variety of affordable and middle-priced housing to meet the preferences of most potential downtown renters.
- The relatively low interest in rentals more than $1,500 (3%) suggests that high-end rental properties might have a narrower potential tenant base, although this segment still exists.

Media Types for Leisure Activities

Focusing on the preferences for discovering leisure activities by both visitors and non-visitors to downtown Corpus Christi, Chart 35 highlights the comparison of Visitors and Non-Visitors preference of media used to find out about leisure activities.

Chart 35 Preferences of Media Used to Find Out Leisure Activities

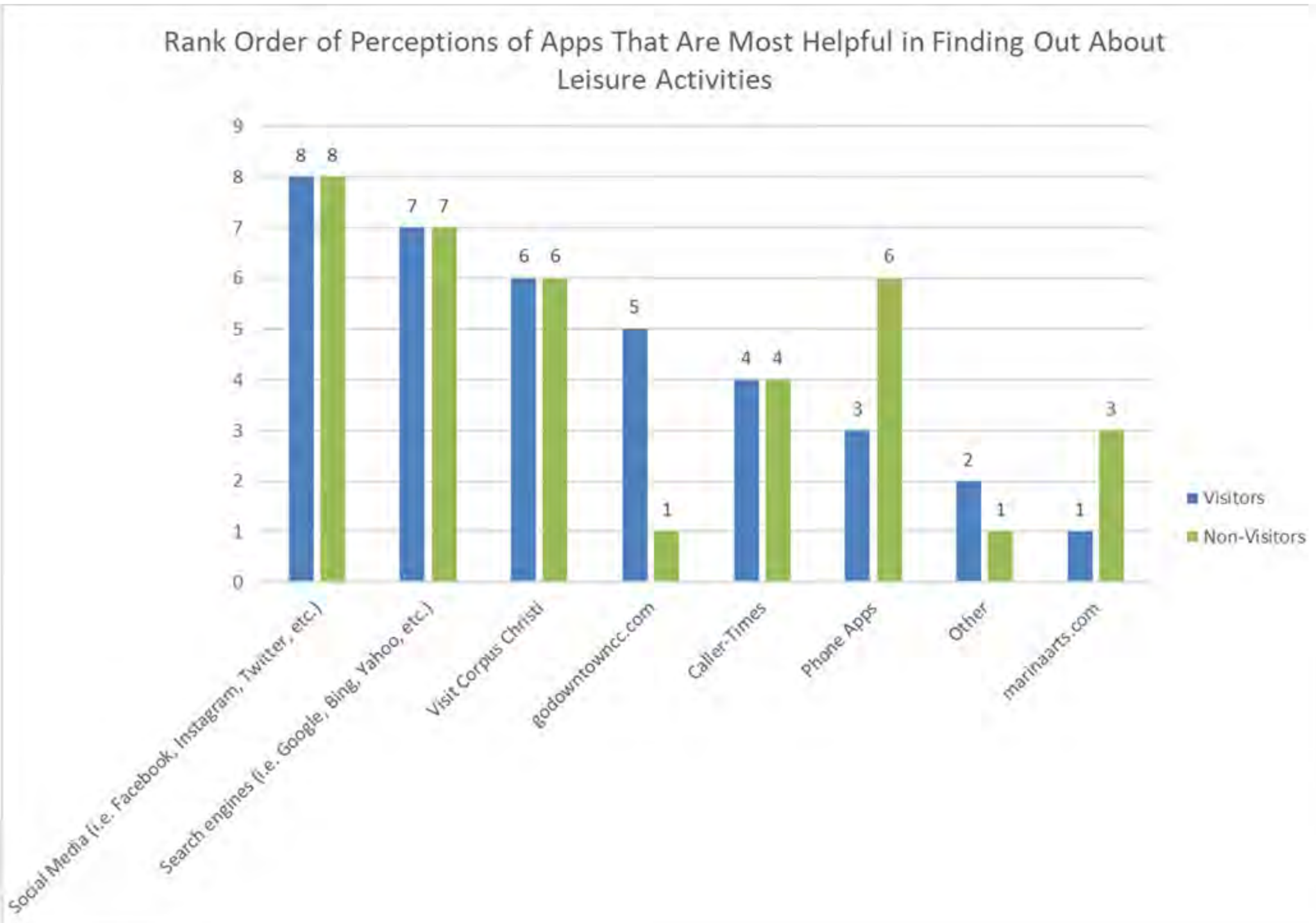


From these data the following conclusions can be drawn:

- **Digital Dominance:** Both visitors and non-visitors overwhelmingly prefer digital sources ("Web sites/ Internet" and "Phone apps/Social Media") for finding out about leisure activities. This highlights the critical role that online platforms play in disseminating information about leisure options in downtown Corpus Christi.
- **Influence of Social Circles:** "Friends/Family" is a significant source of information for both groups, underscoring the importance of personal recommendations and word-of-mouth in leisure activity decisions.
- **Lesser Role of Traditional Media**: Traditional media sources (Radio, Caller-Times, Television) are less favored, especially among visitors, indicating a shift towards digital and personal sources of information.

Chart 36 presents responses from visitors and non-visitors to downtown Corpus Christi regarding the apps and websites that are most helpful in finding out about leisure activities.

Chart 36 Rank Order of Perceptions of Apps That Are Most Helpful in Finding Out About Leisure Activities



Some conclusions from this data are:

- Digital platforms, especially social media, and search engines, play a significant role in disseminating information about leisure activities in downtown Corpus Christi for both visitors and non-visitors. Their widespread acknowledgment underscores the importance of these platforms in leisure activity discovery.
- The varying levels of engagement with specific local websites between visitors and non-visitors might indicate differences in how these two groups discover and engage with information about leisure activities. Visitors seem more inclined to use specific local resources like "Visit Corpus Christi" and "godowntowncc.com".
- The discrepancy in the utility scores between visitors and non-visitors for specific sites suggests a need for these platforms to tailor their content or outreach strategies to better engage non-visitors or to improve their visibility among potential visitors.

In summary, preferences for discovering leisure activities among visitors and non-visitors to downtown Corpus Christi highlight a digital dominance in media use, with websites, internet, and phone apps/social media being the most favored. Personal recommendations from friends and family also play a crucial role, while traditional media sources like radio and television are less popular, particularly among visitors. The analysis also highlights the importance of digital platforms in information dissemination and suggests a need for tailored content to engage non-visitors more effectively.

Conclusion

This Perceptions of Corpus Christi Survey Report presents comprehensive insights into the preferences, behaviors, and perceptions of downtown Corpus Christi from visitors and non-visitors. The report details demographics, downtown districts' awareness and patronage, reasons for visiting specific areas, commuting preferences, parking perceptions, and attitudes towards downtown living. Key findings include the importance of improving public transit and parking infrastructures, and diverse motivations for downtown residency, highlighting opportunities for urban development to enhance the downtown Corpus Christi experience. It notes the preference for digital platforms for leisure information and outlines the use of digital media for leisure discovery, emphasizing social media and search engines' significant roles.

Appendix A

2023 Downtown Perception Survey

Start of Block: Consent and Demographics

Q1.1 Welcome to the Downtown Perceptions Survey!
Greetings from Texas A&M University and the Downtown Management District. You will be asked to answer some questions about your perceptions of Downtown Corpus Christi. Please be assured that your responses will be kept completely confidential.
The study should take you around 15 minutes complete. Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you would like to contact the Principal Investigator in the study to discuss this research, please e-mail Dr. Daniel Jorgensen at daniel.jorgensen@tamucc.edu. By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.
Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

- O I consent, begin the study (1)
- O I do not consent, I do not wish to participate (2)

Q1.2 OK, so we know you are at least 18 years old, please help us get a better idea of your age

- Under 18 years (1)
- 18-24 years (2)
- 25-34 years (3)
- 35-44 years (4)
- 45-54 years (5)
- 55-64 years (6)
- 65 years or more (7)

Q1.3 Please check the zip code in which you live (responses are listed in numerical order).

- O 78330 (1)
- O 78336 (2)
- O 78339 (3)
- O 78343 (4)
- O 78351 (5)
- O 78352 (6)
- O 78359 (7)
- O 78362 (8)
- O 78370 (9)
- O 78373 (10)
- O 78374 (11)
- O 78380 (12)
- O 78387 (13)
- O 78390 (14)
- O 78401 (15)
- O 78402 (16)
- O 78404 (17)
- O 78405 (18)
- O 78406 (19)
- O 78407 (20)
- O 78408 (21)

- O 78409 (22)
- O 78410 (23)
- O 78411 (24)
- O 78412 (25)
- O 78413 (26)
- O 78414 (27)
- O 78415 (28)
- O 78416 (29)
- O 78417 (30)
- O 78418 (31)
- O 78419 (32)
- O Other Zip code (33) ____

Q1.4 Which of all these groups included the yearly income of all members of your household?

- O Under $25,000 (1)
- O $25,000 to $34,999 (2)
- O $35,000 to $49,999 (3)
- O $50,000 to $74,999 (4)
- O $75,000 to $99,999 (5)
- O $100,000 to 149,999 (6)
- O $150,000 or more (7)

Q1.5 Which of the following groups best represents your ethnic background?

- O African American (1)
- O Asian/Pacific Islander (2)
- O Caucasian (3)
- O Hispanic (4)
- O Other (5) ____

Q1.6 Which of these do you identify as?

- O Male (1)
- O Female (2)
- O Non-binary / third gender (3)
- O Prefer not to say (4)

Q1.7 Which of these best describes your household?

- O Married (1)
- O Living with a domestic partner (2)
- O Single (3)
- O Widowed (4)

Q1.8 Do you have any children under 18 years of age at home?

- O Yes (1)
- O No (2)

Q1.9 Which of these is true for you?

- O I work in or near downtown Corpus Christi (1)
- O I work in a location other than downtown Corpus Christi (2)
- O I am unemployed (3)

Q1.10 We need to understand how often you go downtown for work or pleasure. If you work downtown or have spent leisure time in downtown Corpus Christi in the past 6 months you will be directed to the "User" survey. This would include all visits you made there, whether to go to a meeting, a sporting event, a restaurant, a theater or any other reason. If you have not visited or utilized downtown Corpus Christi the past six months you will be directed to the "Non-user" survey. It is important we have information from both those who use downtown Corpus Christi facilities to work or spend leisure time and those who don't.

- O I have worked or visited downtown Corpus Christi in the past 6 months (4)
- O I have not been in downtown Corpus Christi for either work or leisure in the past 6 months. (5)

End of Block: Consent and Demographics

Start of Block: Downtown User Survey

Q2.1 Downtown User Survey

Appendix A

Q2.2 Below is a list of things you might have done recently in Downtown Corpus Christi. Please enter how many times you have done that in the past 6 months. Remember that we are only talking about going downtown for these activities, not anywhere else.

	0 2 4 6 8 10 12 14 16 18 20
How many times in the last 6 months have you gone downtown for work or a meeting? ()	
Eat a meal at a downtown restaurant ()	
Go to a downtown bar or night club. ()	
Go downtown to hear live music ()	
Shop at a store downtown. ()	
Attend a special event such as a parade or festival. ()	
Attend monthly Artwalk. ()	
Go to the Marina to dine, and/or to do water or boating activity ()	
Stay in a hotel ()	
Bike/walk/run on the Seawall. ()	
Go to Megee Beach ()	
Visit the cultural centers such as the Arena, Auditorium, Museums, Aquarium, or Art Center ()	
Any other trips downtown? ()	

Q2.3 In the past 6 months have you attended a sporting event downtown?

- O Yes (1)
- O No (2)

Q2.4 Which downtown sporting events have you attended in the last six months and how often?

	0 2 4 6 8 10 12 14 16 18 20
Hook's game ()	
Corpus Christi Ice Ray's game ()	
Islanders basketball game ()	
Other ()	

Q2.5 Which of those activities listed below would you say is the primary reason visit downtown? (PLEASE SELECT ONLY ONE RESPONSE)

- O Eat meal at restaurant (1)
- O Shop (2)
- O Go to a bar (3)
- O Attend sporting event (4)
- O Attending special/cultural event or festival (5)
- O Work or go to a meeting (6)
- O Stay in hotel (7)
- O Bike/walk/run on seawall (8)
- O Go to the beach (9)
- O Participate in water/boating activity at marina (10)
- O Visit a cultural district (11)

Q2.6 (FOR EACH DISTRICT BELOW ANSWER) Do you know where ____________________ is located? (IF YES) Have you been there recently?

	Do you know where it is located?		If YES, have you been there recently?		For what purpose(s) did you visit?
	Yes (1)	No (2)	Yes (1)	No (2)	Type response below: (1)
SEA District (1)	O	O	O	O	
North Beach (2)	O	O	O	O	
Marina Arts District (3)	O	O	O	O	
Uptown (4)	O	O	O	O	
Waters Edge Park & Magee Beach (5)	O	O	O	O	

Q2.7 When you visit downtown, on average, how long do you stay?

- O Less than one hour (1)
- O Between one and two hours (2)
- O Between two and three hours (3)
- O More than three hours (4)

Q2.8 On average, how much do you spend when you visit downtown, including what you spend for eating, shopping, parking, and event fees?

- O Less than $20 (1)
- O Between $20 and $50 (2)
- O Between $50 and $75 (3)
- O Between $75 and $100 (4)
- O Between $100 and $150 (5)
- O Between $150 and $200 (6)
- O More than $200 (7)

Q2.9 By which of these means do you typically get downtown when you go?

- Drive your own car (1)
- Go in someone else's car (2)
- Take the bus (3)
- Walk (4)
- Ride a bicycle (5)
- Other (6)

Q2.10 How would you rate the affordability of parking downtown?

- Very affordable (1)
- Somewhat affordable (2)
- Somewhat expensive (3)
- Very expensive (4)

Q2.11 Where do you prefer to park when you visit downtown?

- Parking garage (1)
- Surface lot (2)
- On-street parking (3)
- Don't know/varies (4)

Q2.12 Which of these five things is the most important aspect to you in choosing where you park? (SELECT ONLY ONE RESPONSE)

- Close to destination (1)
- Lower cost (2)
- Easy to get in and out (3)
- Feels safer (4)
- Is clean (5)

Q2.13 Have you used the Park CC app to pay at a parking meter downtown?

- Yes (1)
- No (2)

Q2.14 On a scale from 1 to 5, where 5 is "very positive" and 1 is "very negative," how would you rate the downtown parking meters where you can pay with the Park CC app or coins?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)

Q2.15 Which of these four methods of paying to park would you be most likely to use, if all were available at the location you prefer to park when you are downtown?

- O Cash (1)
- O Credit/Debit Card (2)
- O A "smart card" that you could pre-pay and re-fill when used up (3)
- O Using your mobile phone to make the payment (i.e. Park CC app) (4)
- O Don't know (5)

Q2.16 What is your average commute time, round trip, that is combining both your trip into work and home, in minutes?

- O 0 to 14 minutes (1)
- O 15 to 29 minutes (2)
- O 13 to 44 minutes (3)
- O 45 to 59 minutes (4)
- O 60 to 119 minutes (5)
- O 120 minutes (2 hours) or more (6)

Q2.17 If more options were available, how likely would you be to consider using mass transit? Would you be very likely, somewhat likely, or not at all likely?

- O Very likely (1)
- O Somewhat likely (2)
- O Not at all likely (3)

Q2.18 Which of these transportation options would you be likely to use?

- ☐ Car pool (1)
- ☐ Rapid transit (2)
- ☐ Light rail (3)
- ☐ Bicycle lanes (4)
- ☐ Bus (5)
- ☐ Bike share (6)
- ☐ Car share (7)

Q2.19 Which of these reasons would cause you to be likely to use one of those transit options?

- O More convenient (1)
- O Affordable (2)
- O Shorter commute time (3)
- O Easily accessible/reliable (4)
- O Less stress (5)
- O More productive use of time (6)
- O Safer (7)

Appendix A

Q2.20 Please rate the following influences which may affect your decision to visit downtown. For each influence, choose whether you strongly agree, agree, are neutral, disagree, or strongly agree.

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly disagree (5)
There are many affordable things to do in downtown (1)	O	O	O	O	O
Downtown is convenient to drive to (2)	O	O	O	O	O
There's a large selection of restaurants and shops downtown (3)	O	O	O	O	O
Downtown offers a variety of entertainment options (4)	O	O	O	O	O
You hear a lot about downtown from people, ads, or the news (5)	O	O	O	O	O
Downtown is safe (6)	O	O	O	O	O
Downtown is clean (7)	O	O	O	O	O
It's easy to find a parking space downtown (8)	O	O	O	O	O
Downtown is convenient because you can take the	O	O	O	O	O

bus, bike, or walk around easily (9)					
Downtown has many family-friendly activities (10)	O	O	O	O	O

Q2.21 How likely would you be to live Downtown?

	Had not considered it (1)	Not likely (2)	Somewhat likely (4)	Very likely (5)	Currently live or have lived downtown (6)
Select one (1)	O	O	O	O	O

Q2.22 What are the reasons that you would are somewhat likely or very likely to live Downtown?

- ☐ Convenient (1)
- ☐ Like city life/the lifestyle (2)
- ☐ Like housing/neighborhoods (3)
- ☐ Safe neighborhoods (4)
- ☐ Good investment (5)
- ☐ Access to arts, sports, dining (6)
- ☐ Affordable (7)
- ☐ Other (please explain): (8) ____

Q2.23 What are the reasons you have not considered or you are not likely to live Downtown?

- ☐ Scarcity of space/land (1)
- ☐ Expensive (2)
- ☐ Crowded/noisy (3)
- ☐ Inconvenient (4)
- ☐ Schools (5)
- ☐ Parking/Traffic (6)
- ☐ Safety (7)
- ☐ Other (please explain): (8) ____________________

Q2.24 Would you be more likely to rent or purchase a place to live downtown?

- O Rent (1)
- O Purchase (2)

Q2.25 What would be the price range of the home that you would be looking for, if you were to purchase a home downtown?

- Under $100,000 (1)
- $100,00 to $200,000 (2)
- $200,001 to $300,000 (3)
- $300,001 to $500,000 (4)
- More than $500,000 (5)
- Don't know / Decline to answer (6)

Q2.26 What would be the range of monthly rent that you would be looking for, if you were to live downtown?

- Under $1,000 (1)
- $1,001 - $1,200 (2)
- $1201- $1500 (3)
- More than $1,500 (4)
- Don't know / Decline to answer (5)

Q2.27 What are the main reasons you chose to live downtown? (Select all that apply)

- ☐ Convenient to everything (1)
- ☐ Like city life/the lifestyle (2)
- ☐ Like housing/neighborhoods (3)
- ☐ Safe neighborhoods (4)
- ☐ Good investment (5)
- ☐ Access to arts, sports, and dining (6)
- ☐ Affordable (7)
- ☐ Other (please explain) (8) ____

Q2.28 On a scale from 1 to 7, where 1 is "not at all satisfied" and 7 is "extremely satisfied," how do you feel about living downtown? Use the slider to make your selection.

	Not at All Satisfied			Neutral		Extremely satisfied	
	1	2	3	4	5	6	7
How do you feel about living downtown? ()							

Q66 On a scale from 1 to 7, where 1 is "not at all satisfied" and 7 is "extremely satisfied," how do you feel about living downtown? Use the slider to make your selection.

	Not at All Satisfied			Neutral		Extremely satisfied	
	1	2	3	4	5	6	7

How do you feel about living downtown? ()	

Q2.29 Several new programs are listed below that are being discussed for downtown Corpus Christi. Please indicate whether you feel that addition is very important, somewhat important, somewhat unimportant, or very important.

	Very important (1)	Somewhat important (2)	Somewhat unimportant (3)	Very unimportant (4)	Don't know (5)
Way-finding program with enhanced automobile and pedestrian signage to destinations (1)	O	O	O	O	O
Open container ordinance for the entertainment district (2)	O	O	O	O	O
Downtown circuit trolley or other micro-transit options (3)	O	O	O	O	O
Increase greenery, landscaping, and shade trees (4)	O	O	O	O	O
Improve seawall maintenance and safety (5)	O	O	O	O	O
Establish a water ferry service between Downtown and North Beach (6)	O	O	O	O	O
Restoration and preservation	O	O	O	O	O

of the old Nueces County Courthouse (7)					
Expansion of the Convention Center (8)	O	O	O	O	O

Q2.30 Is there an attraction, entertainment, shopping, or dining experience that you believe downtown is missing? If so, what is it?

- O Not missing anything (1)
- O Yes (Please indicate in the box) (2) ________________

Q2.31 What's the best place for you to find out about the activities you chose for your leisure time? (Check as many as apply to you)

- ▢ Caller-Times (1)
- ▢ Television (2)
- ▢ Radio (3)
- ▢ Phone apps/Social Media (4)
- ▢ Web sites/ Internet (5)
- ▢ The Bend - Local Magazine (6)
- ▢ Friends/Family (7)
- ▢ Other (8)

Q2.32 If you selected apps, Social Media, web sites, or internet, what websites, email information or smartphone apps are most helpful in finding out about leisure activities? Select all that apply.

- ▢ Caller-Times (1)
- ▢ Visit Corpus Christi (2)
- ▢ Social Media (i.e. Facebook, Instagram, Twitter, etc.) (3)
- ▢ marinaarts.com (4)
- ▢ godowntowncc.com (5)
- ▢ Phone Apps (6)
- ▢ Search engines (i.e. Google, Bing, Yahoo, etc.) (7)
- ▢ Other (8)

Q2.33 In the past year, have you brought any out-of-town visitors downtown?

- O Yes (1)
- O No (2)

Q2.34 Were they staying with you, in a hotel, or not staying overnight?

- O Staying with you (1)
- O Staying in a hotel (2)
- O Not staying overnight (3)

End of Block: Downtown User Survey

Appendix A

Start of Block: Non-User Survey

Q3.1 Non-user Survey

Q3.2 What are your reasons for you not visiting downtown Corpus Christi in the past six months?

____

Appendix A

Q3.3 Please rate the following influence with may keep you from visiting downtown. Please check whether you strongly agree, agree, are neutral, disagree, or strongly disagree with each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly disagree (5)
Don't know what there is to downtown (1)	O	O	O	O	O
Unfamiliar with downtown shopping and dining choices (2)	O	O	O	O	O
Parking is expensive (3)	O	O	O	O	O
Don't know where to park (4)	O	O	O	O	O
Downtown isn't safe (5)	O	O	O	O	O
It isn't safe to drive to downtown (6)	O	O	O	O	O
Number of homeless people and panhandlers there (7)	O	O	O	O	O
Don't know how to get to a specific destination (8)	O	O	O	O	O
Downtown is dirty (9)	O	O	O	O	O
Downtown is too crowded (10)	O	O	O	O	O
Traffic flow in downtown is confusing/congested (11)	O	O	O	O	O
It takes too long to drive downtown (12)	O	O	O	O	O

Q3.4 How likely would you be to live downtown?

	Very likely (1)	Somewhat likely (2)	Not likely (4)	Had not considered it (5)
Select one (1)	O	O	O	O

Q3.5 What are the reasons you would consider moving downtown?

- O Convenient (1)
- O Like city life (2)
- O Like housing/neighborhoods (3)
- O Safe neighborhoods (4)
- O Good investment (5)
- O Access to arts, sports, dining (6)
- O Affordable (7)
- O Other (8) ____________________

Q3.6 What are the reasons that you are not likely or haven't considered moving downtown?

- O Scarcity of space/land (1)
- O Expensive (2)
- O Crowded/Noisy (3)
- O Inconvenient (4)
- O Schools (5)
- O Parking/traffic (6)
- O Safety (7)
- O Other: (8) ____________________

Q3.7 Several new programs are being discussed for downtown. For each of the new ideas listed below, please indicate whether that would make you a lot more likely to go downtown, somewhat more like likely, or would not affect your likelihood to go downtown at all.

	A lot more likely (1)	Somewhat likely (2)	Not likely (3)	Don't know (4)
Way-finding program with enhanced automobile and pedestrian signage to destinations (1)	O	O	O	O
Open container ordinance for the entertainment district (2)	O	O	O	O
Downtown circuit trolley or other micro transit options (3)	O	O	O	O
Increase greenery, landscaping and shade trees (4)	O	O	O	O
Improve Seawall maintenance and safety (5)	O	O	O	O
Establish a water ferry service between Downtown and North Beach (6)	O	O	O	O
Restoration and preservation of the old Nueces County Courthouse (7)	O	O	O	O
Construction of the Convention Center Hotel (8)	O	O	O	O

Q3.8 If there is an attraction, shopping, or dining experience that you believe downtown is missing that would get you to go there more often if it could be located there?

- O No (1)
- O Yes (If so, please type your response below) (2) ____________________

Q3.9 What is the best place for you to find out about the activities you choose for your leisure time?

- O Caller-Times (1)
- O Television (2)
- O Radio (3)
- O Phone apps/Social media (4)
- O Web sites/Internet (5)
- O The Bend - Local magazine (6)
- O Friends/Family (7)
- O Other (8)

Q3.10 What web sites, email information, or smartphone apps are most helpful to you in finding out about leisure activities?

- O Caller-Times (1)
- O Visit Corpus Christi (2)
- O Social media like Facebook/Twitter/Instagram (3)
- O marinaarts.com (4)
- O godowntowncc.com (5)
- O Phone apps (6)
- O Search engines like Google (7)
- O Other (8)

End of Block: Non-User Survey

Appendix B Zip Codes of Respondents

Zip Code	Count	Percent
78401	42	6%
78401	6	1%
78404	56	8%
78405	6	1%
78406	1	0%
78407	2	0%
78408	8	1%
78409	3	0%
78410	39	6%
78411	70	10%
78412	88	13%
78413	67	10%
78414	107	16%
78415	18	3%
78416	4	1%
78417	2	0%
78418	90	13%
78330	2	0%
78336	5	1%
78362	4	1%
78370	1	0%
78373	3	0%
78374	14	2%
78380	2	0%
Other Zip code	42	6%