DOWNTOWN PERCEPTION STUDY

conducted for

CORPUS CHRISTI DMD

February, 2021

Gentleman McCarty
405 Bent Tree Lane
Indianapolis, IN 46260
(317) 251-3453

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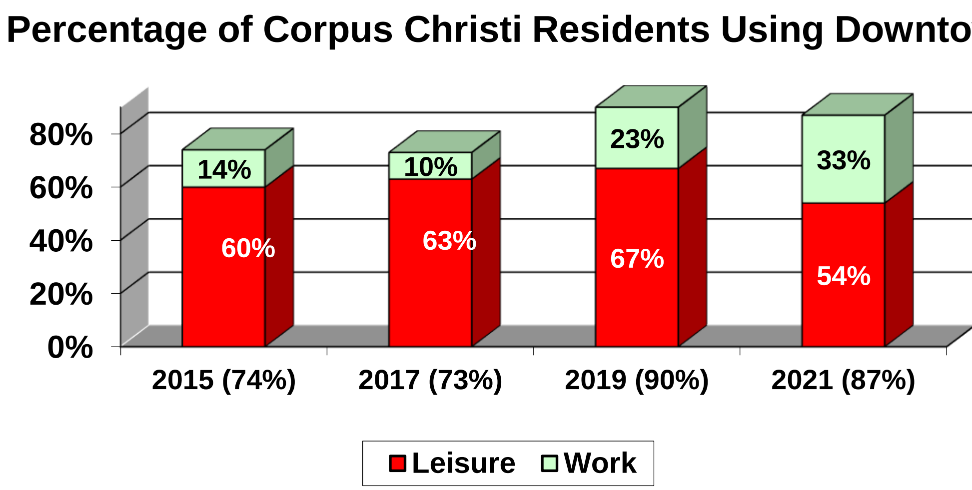
These are highlights from the 2021 email surveys conducted for Downtown Corpus Christi from February 5-22, 2021.

- A very impressive 87% of the residents living in Nueces and San Patricio Counties had been to Downtown Corpus Christi in the last six months of 2020, which is statistically the same as in 2019 (90%) and is greater than the 73% recorded in 2017 and the National Downtown Benchmark report published by Gentleman McCarty in 2010, which showed that 73% of residents living in the top 50 U.S. metropolitan areas patronize their downtowns. The 87% patronage of Downtown Corpus Christi is at the very high end of the range seen by Gentleman McCarty in other downtown surveys, which is particularly impressive because it occurred during the COVID pandemic. As can be seen in the chart below, greater use of Downtown Corpus Christi occurred primarily because of the greater percentage of survey respondents this year who work Downtown (33%).



- The total frequency of visits made to Downtown Corpus Christi in the prior 6 months was back close to the same level as in 2017, following a decrease in 2019. Residents reported that they made a total of 28.2 visits Downtown, or almost 5 times a month. This frequency is more than twice that of the National Downtown Benchmark study, at only 13.6 visits. The reason for the increase this year is due to the larger number of Downtown workers who were surveyed; if work-related visits are taken out, the total number of leisure visits was just 21.4 times. After work/going to a meeting, the leading reasons for making visits are shopping, dining and bike/walk on the Seawall.

- Close to half of the Corpus Christi residents surveyed by email had brought out-of-town visitors Downtown in the prior year (40%). A majority of those visitors were staying with them (58%), so they could be reached by the same media as residents.

- The demographics of area residents who had recently visited Downtown are similar to past surveys: they include younger families with children and those in the upper-income segments. The average household income of Downtown's users is now $70,000.

- Awareness is strongest of the North Beach district (85%) and 38% had been there recently for leisure visits including dining and going to the beach. A lower proportion are aware of where Uptown is located (66%)

and 31% go there for meetings/work or dining. Fewer are aware of, or utilize, Water's Edge/McGee Beach, the Marina Arts District or the SEA District.

- An average of 119 minutes is spent Downtown (less than the 138 minutes recorded in 2017) and $71 was spent during that time, which is up from the $57 expenditure recorded in the 2019 survey.

- Since a large majority of residents drive their own car Downtown (72%), parking issues are very important. Fortunately, almost all believe that parking in Downtown Corpus Christi is very or somewhat affordable (89%, compared to only 42% in the Benchmark). There is a preference for parking on-street (49%) and a majority wish to pay via cash (51%), which has also been true in previous surveys.

- 16% said they had recently used a credit card to pay at a Downtown parking meter, up statistically since the 7% recorded in the 2017 survey. Downtown workers were the most likely to have used the meters (23%), which is probably not the intended audience. Reactions to the meters are slightly more positive now, with 52% saying they are very/somewhat positive about them.

- Downtown workers (33% of all surveyed) commute an average of 38 minutes round-trip (compared to 44 minutes in the Benchmark) and 89% say they would be very or somewhat likely to take mass transit options such as car pools.

- Downtown users believe that Corpus Christi's greatest strength is its convenience. More than two-thirds agree that it's convenient to get around Downtown (68%) and to drive there (67%), both of which percentages are higher than the National Downtown Benchmark.

- The percentage of Downtown users who agree that there are family-friendly activities in Downtown Corpus Christi rose statistically in this year's survey, from 54% in 2019 to 67% currently. As a later section will note, they would like even more family-friendly activities to happen.

- DMD's goal is to have a cleaner, safer and more beautiful Downtown Corpus Christi. The cleanliness perception in this survey rose back up to 60% (was 56% in 2017 but dropped to 47% in 2019) and a majority of 56% believe the Downtown area is safe

- More now believe that "It's easy to find parking Downtown", with 56% agreeing with that statement now compared to only 39% in 2019.

- This year, non-users of Downtown – who are older and have less income – said when asked why they do not go Downtown that closures due to COVID or their own concerns about the virus was the top reason (73%). Some also identified various personal reasons that the DMD can do little about (33%). In response to the attitude questions which were read to them, they were most negative about the confusing and congested traffic flow in Downtown (39%) and number of homeless/panhandlers there (36%). Overall, all 12 of the negative attitude statements decreased this year, and most are well below the National Downtown Benchmark.

- All 6 of the new initiatives which were read to residents were considered to be important for Downtown users, led by improving the Seawall (88% now and a high percentage in each of the last two surveys) and the way-finding program (81%, also high in past surveys). These should be the top two priorities for the DMD in the next few years.

- 4% of those who were surveyed currently live Downtown, up from 2% previously, and they are satisfied. The percentage who say they would consider living Downtown has risen impressively from just 20% in 2019 to 39% currently. They would be most interested in single-family and single-level residences.

- The attractions which were most-identified by residents as being missing in Downtown Corpus Christi are attractions such as festivals and concerts, and family-friendly/kid-oriented activities.

- Corpus Christi-area residents are most likely now to get most of their information about leisure activities from phone apps/social media (28%), a shift which has occurred since 2019. Those who use the Internet (25%) were most likely to cite social media sites such as Facebook or Twitter or search engines such as Google

These recommendations are made for the DMD to consider, as it prepares strategies and programs for the upcoming year:

- The DMD should promote Downtown for its many activities, led by shopping, dining and the Seawall.

- In its marketing efforts, the convenience of Downtown should be the main selling point, both in terms of the ease of getting around Downtown and the ease of driving there.

- The primary initiatives which should be pursued in the next few years are improved maintenance and safety of the Seawall and a new way-finding program. If additional monies and time are available, these other initiatives could also be pursued:

    - Increased greenery/landscaping and shade trees
    - Downtown circuit trolley
    - Ferry service between Downtown and North Beach
    - Open-container ordinance

- The Downtown residential market should continue to be promoted strongly, since 39% say they have at least some interest in moving there in the future, primarily to single-family, single-level residences.

- As COVID restrictions are reduced, the DMD should explore festivals, concerts and family-friendly activities that it could add.

- Strengthened social media presence will be the most effective way to reach out to metropolitan area residents with information about Downtown.

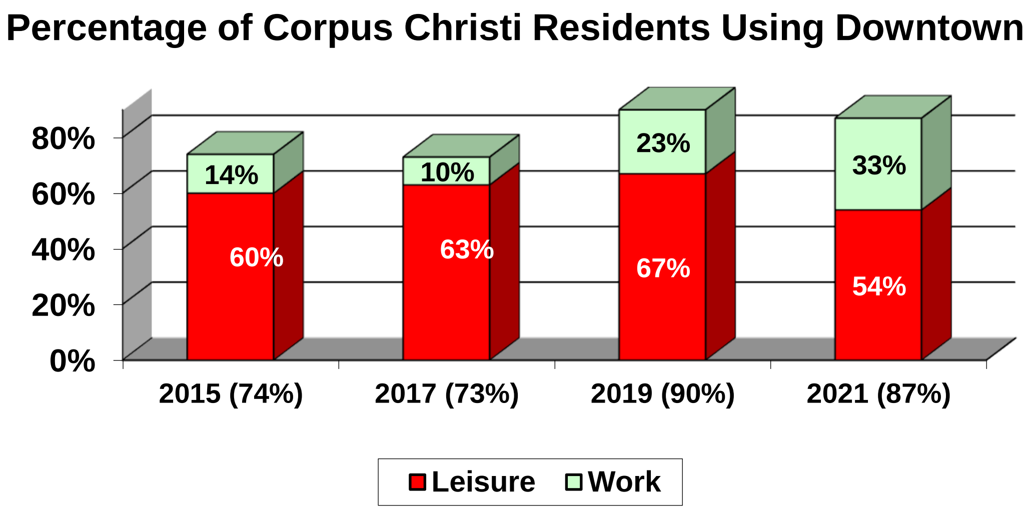
The Corpus Christi Downtown Management District (DMD) was formed in 1993 as a professional downtown management district. A three-year strategic planning process was begun in May, 2014. As a part of that plan, the DMD identified the need for a consumer perception survey that would provide benchmark data as the three-year strategic work began. That benchmark survey was conducted in January, 2015, and repeated in 2017 and 2019 and again this year, to document any changes which have occurred.

In 2015 and 2017, the surveys were conducted via telephone. In both 2019 and this year's survey, the methodology was changed to email surveys, for reasons of cost-efficiency. The same number of surveys were conducted by email as had previously done by phone, and the statistical margin of error for this sample size of 246 is plus or minus 6%. The email surveys were conducted across Nueces and San Patricio Counties. The questionnaire which was used in this study have been appended to this report (Appendix A). A complete list of the zip codes and the number of interviews in each is included as Appendix B.

Both Downtown users (defined as those residents who have been Downtown for some purpose in the prior six months) and non-users were surveyed. The majority of Corpus Christi residents are Downtown users (87%), a significant sample to analyze.

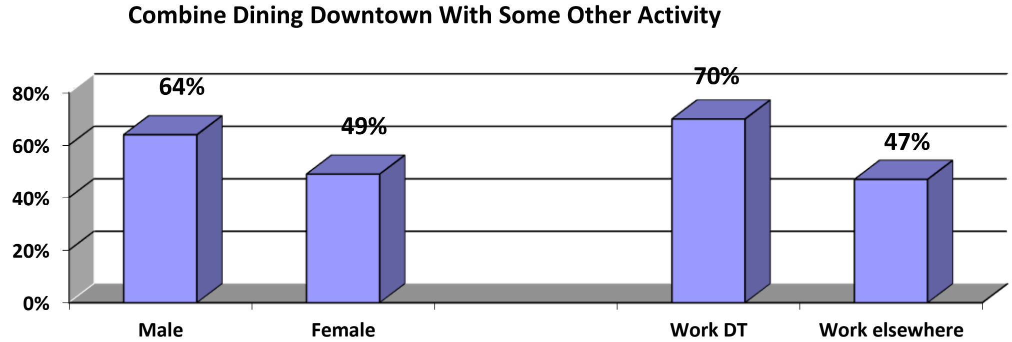
The 246 surveys were collected by Dynata (the former Survey Sampling) and the data processed by Marketing Research Technologies. Gentleman McCarty was responsible for design of the final questionnaire and for the preparation of this detailed summary of findings with recommendations for the Corpus Christi Downtown Management District to pursue. Where it was possible to compare Corpus Christi to the National Downtown Benchmark report published by Gentleman McCarty in 2010, reporting upon the Downtown behaviors of residents living in the top 50 metropolitan areas, this analysis was included in this report.

A very impressive 87% of area residents visited Downtown Corpus Christi in the second half of 2020, a proportion which in spite of the COVID-19 virus is statistically unchanged from 2018-2019 and is significantly higher than the 73% National Downtown Benchmark study conducted by Gentleman McCarty in 2010 across all 50 of the top U.S. metropolitan areas. In 2015 and 2017, the percentage of residents who visited Downtown Corpus Christi was lower, at 73%-74%. As shown in the graphic below, more of this past year's patronage was as a result of the larger number of Downtown Corpus Christi workers surveyed this year (33%, up from 23% in 2019).



- The total frequency of visits made to Downtown Corpus Christi in the prior 6 months was back close to the same level as in 2017, following a decrease in 2019. Residents reported that in the last 6 months of 2020 they made a total of 28.2 visits Downtown, or almost five times a month. This frequency is more than twice twice that of the National Downtown Benchmark study, at only 13.6 visits. The reason for the increase this year was due to the larger number of Downtown workers who were surveyed; if work-related visits are taken out, the total number of leisure visits was just 21.4 times.

- In this year's survey, eating a meal at a restaurant (which had always been the most-frequent activity) was eclipsed by shopping at a store, now 5.0 visits compared to just 3.6 visits for dining. The larger number of Downtown workers are again responsible for this; it is assumed that many of the purchases they were making were of convenience goods. The increase in shopping trips that was reported this year is still surprising, given that there has not been a corresponding increase in the number of stores. One explanation may be that during COVID, some restaurants sold other goods, such as toilet paper, which may have been perceived as "shopping". Dining is still a strong draw to Downtown, with 69% of metro-area residents having done that in the last half of 2020. A majority of 55% of those diners say that they combined some other activity in Downtown with eating out. As shown in the graphic on the next page, those who are most likely to combine eating with some other activity in Downtown are males and those who work Downtown.



- "To work or have a meeting" was, by far, the most frequent activity in this year's survey (6.8 visits), which has not happened since the initial survey was done in 2015. In 2015, it was high because Downtown workers were asked that question, but since that time they have been excluded from the question, just to capture work-related visits made by <u>others</u>. This indicates that this year the large number of visits made to work were just made by those people whose office is not located Downtown, but they are drawn to Downtown buildings for appointment or other work meetings.

- Just under half of all metro-area residents had been Downtown to bike/walk/run on the Seawall in the second half of 2020 (48%), making it the fourth most-frequent reason. There was a spike in Seawall visitation in the 2017 study, after the 2016 opening of the bike share program there, but that has stabilized in 2019 and in this year's study.

- Fewer than one-third of area residents had been to a bar or nightclub in the second half of 2020, but those who do patronize these establishments are fairly frequent visitors (1.2 visits). This makes that activity a tie for the fifth most-frequent reason to come Downtown. Going to a bar or nightclub is tied for fifth with visiting McGee Beach, which jumped this year in the number of visits made there, to 1.2 over the six months.

- Other reasons which draw area residents to Downtown Corpus Christi include: staying in a hotel (1.1), visiting the cultural centers (1.0), going to the Marina (.9) and going to hear live music (.9). Fewer residents this year attended special events (.7), attending a sporting event (.6) or attended the monthly Artwalk (.5), events which may not have been as frequent during the pandemic. The most-attended sporting event was games of the Corpus Christi Ice Rays (68%), far ahead of the Hook's games (17%) or Islanders basketball games (9%).

The frequency of visits made to Downtown Corpus Christi are shown in the chart on the following page, in comparison to the 2019, 2017 and 2015 surveys.

FREQUENCY BY REASON/ACTIVITY:	2021 TOTAL VISITS	2019 TOTAL VISITS	2017 TOTAL VISITS	2015 TOTAL: VISITS	2021 VISITS (excl. those who work downtown)	2021 AVG WORKER VISITS	2021 THOSE MAKING 1+ VISITS:
Work	6.8	0.9	1.8	6.2	6.8	NA	30%
Shop at a store	5.0	4.0	2.3	1.6	5.0	4.9	67%
Eat meal at restaurant	3.6	4.8	4.2	4.5	3.6	3.7	69%
Other reason/activity	2.4	2.5	2.6	3.0	2.9	1.5	47%
Bike/walk/run on Seawall	2.3	2.8	7.1	2.3	2.6	1.9	48%
Go to bar/nightclub	1.2	1.9	2.5	1.1	1.0	1.5	29%
Go to McGee Beach	1.2	0.9	0.5	0.6	0.7	1.5	29%
Stay in a hotel	1.1	0.5	0.5	0.1	0.7	1.6	36%
Visit cultural centers	1.0	1.3	1.5	2.1	0.7	1.4	38%
Go to the Marina	0.9	1.5	1.3	1.3	0.6	1.3	31%
Go to hear live music	0.9	1.2	1.9	0.9	0.6	1.5	32%
Attend special events, e.g. parade or festival	0.7	0.9	0.9	0.8	0.5	1.0	20%
Attend sporting event	0.6	1.0	1.2	1.1	0.4	1.1	20%
Attend monthly Artwalk	0.5	0.5	0.6	0.4	0.2	0.9	23%
TOTAL VISITS	**28.2**	**24.7**	**29.1**	**25.8**			
LEISURE VISITS [1]	**21.4**	**23.8**	**27.3**	**19.6**			

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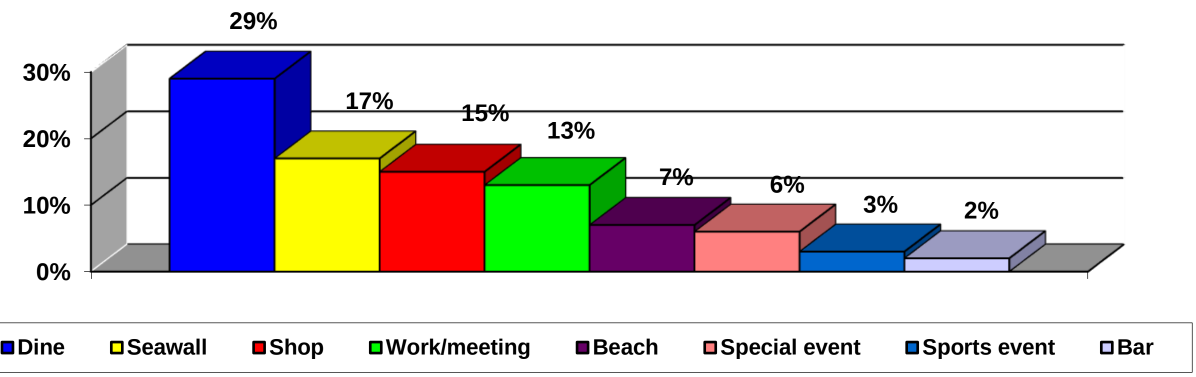
1) Leisure visits exclude those trips made to work. Those who work downtown were not asked their frequency of work visits.

% Indicates data which is statistically greater than the value in the corresponding column.

When asked what their primary purpose is in coming Downtown, residents were most likely to name dining (29%), followed by coming to the Seawall to run, walk or bike (17%). Dining as a primary reason to come Downtown has declined significantly since 2019, when it was 40%, which is related to the lower frequency of those trips which were made last year, and may have been related to the COVID pandemic. These responses are shown both graphically and in a data chart on the following page.

Primary Reason to Visit Downtown



- Almost half of area residents have brought out-of-town visitors Downtown in the past year (40%), which is statistically the same as in the 2019 survey. In Corpus Christi, a majority of visitors are staying at the home of their hosts (58%), so they can be reached through the same media as local residents.

COME DOWNTOWN:	2021 ALL SURVEYED	2019 ALL SURVEYED	2021 WORK DOWNTOWN	DON'T WORK DOWNTOWN	DEMOGRAPHIC SEGMENT MOST LIKELY TO SAY PRIMARY
PRIMARY PURPOSE:					
Eat meal at restaurant	29%	40%	18%	36%	Cauc + Hisp.
Bike/run/walk Seawall	17%	11%	9%	22%	18-34, female
Shop	15%	4%	25%	8%	18-34
Work or have a meeting	13%	7%	26%	5%	$100K+
Beach	7%	5%	6%	8%	<$50K
Attend special event	6%	10%	1%	8%	55+
Attend sporting event	3%	7%	4%	3%	All equally
Bar/nightclub	2%	9%	1%	2%	<$25K
Marina	2%	1%	2%	2%	All equally
Attend cultural event	1%	2%	1%	1%	Other races
BROUGHT VISITORS:	40%	46%	49%	35%	All equally
VISITORS STAY AT:					
Host's home	58%	74%	57%	59%	All equally
Elsewhere	42%	26%	43%	41%	All equally

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% Indicates data which is statistically greater than the value in the corresponding column.

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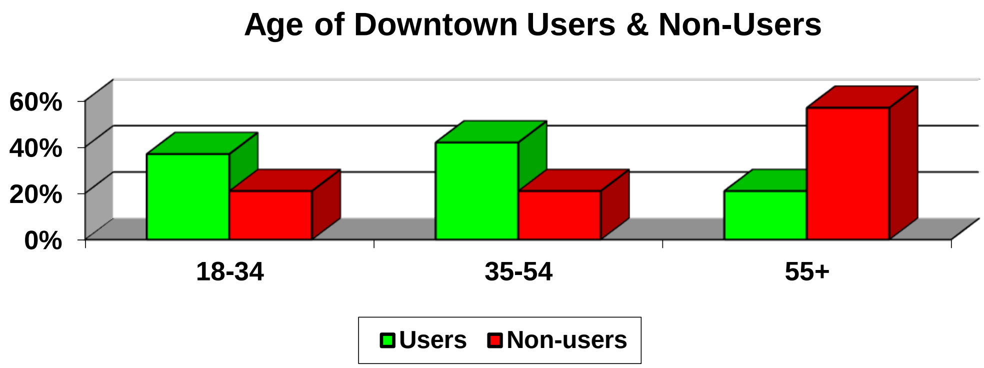
The demographics of area residents who had recently visited Downtown are quite similar to past surveys: they include younger families with children and those in the upper-income segments. The small segment who do not patronize Downtown (only 13% of all surveyed) were most likely to be senior citizens on fixed incomes of less than $25,000.

Age

- The average age of Downtown Corpus Christi's visitors is 41.1 years, five years younger than in 2019 (46.4 years). This is related to the greater number of young Downtown workers who were surveyed this year. As shown in the graphic below, Downtown users are significantly younger than non-users.

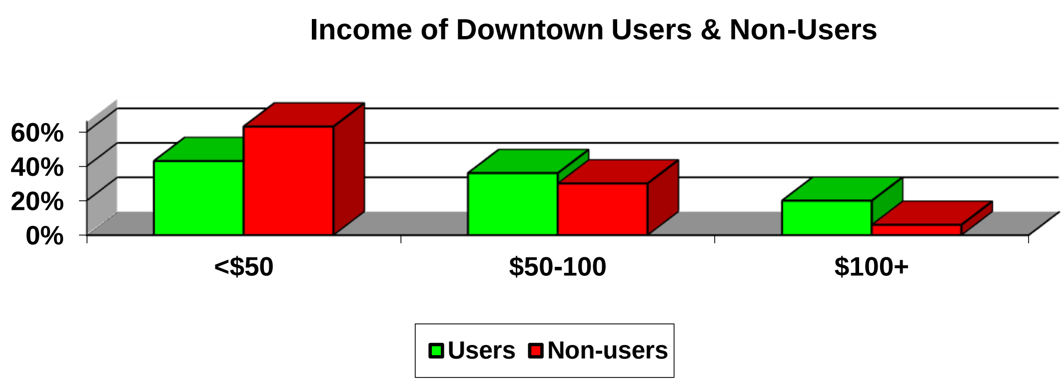


Household Composition

- A segment of 41% of Downtown Corpus Christi's visitors have children currently at home. Downtown workers are the most likely to have children at home (65%).

Income

- The average household income of area residents who patronize Downtown is $70,000, which is more than non-users' incomes of $46,400. As shown below, a majority of those who do not come Downtown have incomes of less than $50,000.



Gender

- In this year's survey, more of Downtown's visitors are female (58%) than male (42%).

Ethnicity

- More than half of this year's email survey respondents were Caucasian (58%), which was also true in 2019 but was not true in the prior two telephone surveys, where more respondents were Hispanic. This may be the one response in this year's survey which was affected by the change to an email methodology, because nationally Hispanics are often undercounted in email surveys. It is a significant undercounting of Hispanics, who represent 61% of the metropolitan area population but are just 27% of respondents. A careful review of all of the cross-tabulations shows that none of the survey responses were skewed by this under-representation, however.

DEMOGRAPHIC	VISITED PAST 6 MONTHS:		WORK DOWNTOWN	
TRAIT:	YES	NO	YES	NO
AGE:				
18-24 years	15%	6%	11%	15%
25 to 34 years	22%	15%	35%	15%
35-44 years	26%	21%	33%	21%
45-54 years	16%	0%	15%	13%
55-64 years	12%	27%	5%	18%
65+ years	9%	30%	1%	17%
Average Age	**41.1**	**51.6**	**36.8**	**45.3**
Median Age	**40.0**	**52.3**	**36.2**	**43.5**
CHILDREN AT HOME:	41%	30%	65%	26%
MARITAL STATUS:				
Married	50%	48%	70%	37%
Single	38%	33%	23%	48%
Living with partner	9%	12%	5%	6%
Widowed	3%	6%	0%	4%
HHLD INCOME:				
Less than $25,000	23%	45%	10%	34%
$25 - $49,999	20%	18%	16%	22%
$50 - $74,999	14%	21%	9%	18%
$75 - $99,999	22%	9%	37%	13%
$100 - $149,999	13%	3%	21%	7%
$150,000+	7%	3%	7%	5%
Average Income	**$70.0**	**$46.4**	**$86.4**	**$57.2**
Median Income	**$62.5**	**$31.9**	**$85.1**	**$43.2**
GENDER:				
Female	58%	79%	46%	69%
Male	42%	21%	54%	31%
RACE/ETHNICITY:				
Caucasian	58%	51%	65%	53%
Hispanic	27%	42%	21%	34%
Other	15%	6%	14%	13%

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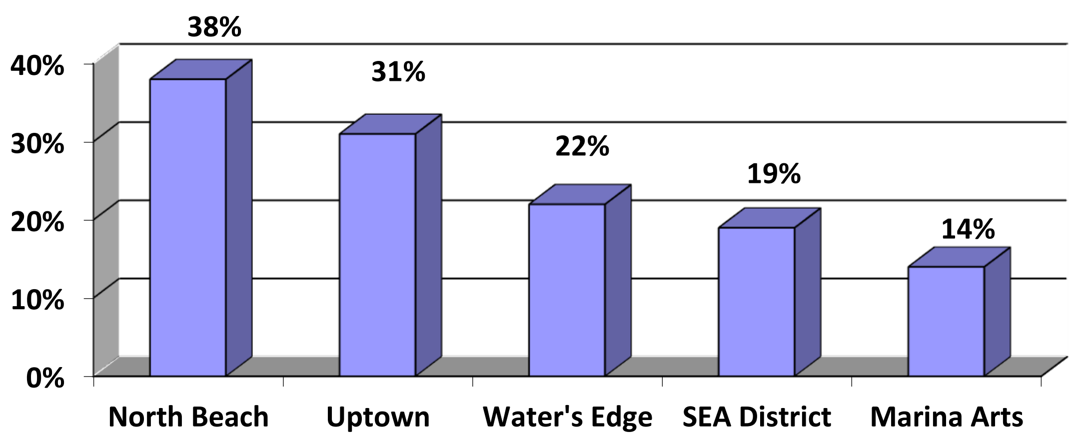
% Indicates data which is statistically greater than the value in the corresponding column.

There is very high awareness of the North Beach district (85%), and in this year's survey the percentage who had been there in the past six months was 38% (statistically unchanged from 45% in 2019). There is less awareness of Uptown (66%), and only 31% had been there recently (statistically the same as in 2019). Smaller percentages had been to the Water's Edge/McGee Beach (22%), the SEA District (19%) or the Marina Arts District (14%). Those visiting the SEA District fell significantly in this year's survey, from the 28% recorded in 2019 to just 19%.

- As shown in the table below, more of the patronage at North Beach are leisure pursuits such as exercise, going to the beach or dining. For Uptown, more of those visits are driven by business reasons, such as appointments or banking.

Patronage of Downtown Districts



DISTRICTS:	AWARE OF DISTRICT	BEEN TO DISTRICT IN: 2021	2019	PURPOSES TO GO TO DISTRICT
North Beach	85%	38%	45%	Walk/bike, beach, eat, family/ friends, sightseeing, fish, Aquarium
Uptown	66%	31%	32%	Eat, appointments, just drive by, shopping, walk/bike, banking
Water's Edge/McGee	67%	22%	23%	Walk/bike, beach, friends/family, meetings, work, et, fish
Marina Arts District	67%	14%	20%	Museum/art, beach, sightseeing, Just drive by, family/friends, eat
SEA District	45%	19%	28%	Concerts, Museum/art, Hook's, eat fishing, Art Center

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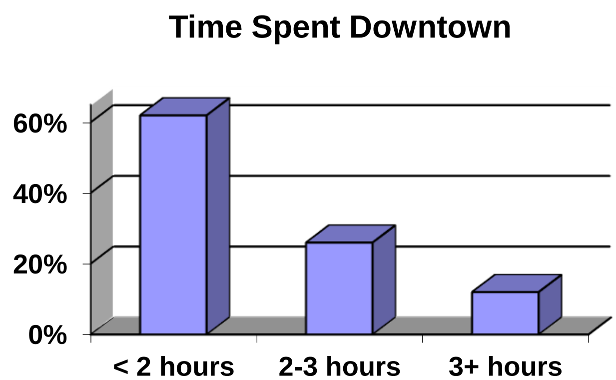
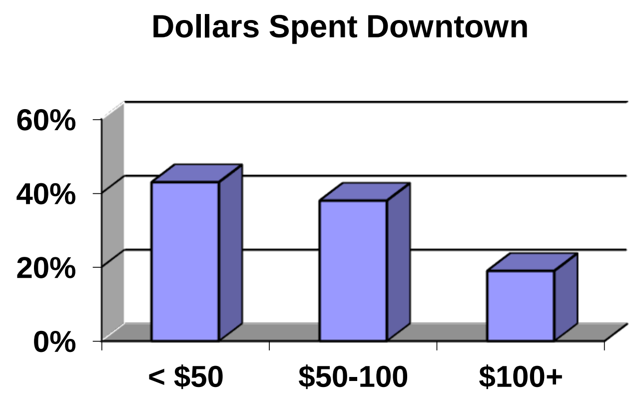
Length of Stay and Amount Spent Downtown

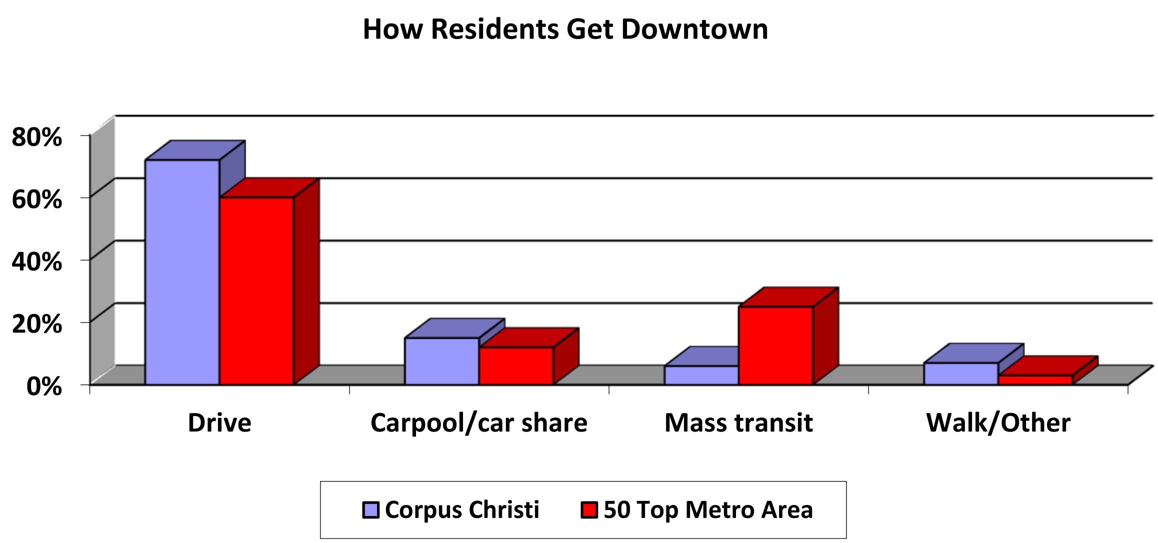
An average of 119 minutes was spent by those who had recently visited Downtown Corpus Christi, or slightly under two hours. This is less time than was recorded in the National Downtown Benchmark, of 163 minutes, and has declined from the 2017 length of stay in Downtown Corpus Christi of 138 minutes. People visiting Downtown Corpus Christi spend an average amount of $71 in this year's survey, up from the $57 recorded in 2019 and the Benchmark average of $65.





Parking

- Since a majority of Downtown users drive their own car to get to Downtown Corpus Christi, (72%), parking issues are very important. The percentage who drive Downtown is far greater than in the National Downtown Benchmark, where fully 40% find other ways than driving themselves to get to their respective downtowns. However, driving oneself to Downtown Corpus Christi declined significantly from the 2019 percentage of 84% and the 2017 percentage of 91%, so things may be trending in a good direction.



- Almost all Downtown users believe that parking in Downtown Corpus Christi is very or somewhat affordable (89%). In contrast, only 42% of the respondents to the National Downtown Benchmark felt that parking was affordable in their Downtown, so Corpus Christi-area residents appear to realize that they are lucky, in comparison to other cities.

- Almost half of those who drive to Downtown Corpus Christi prefer to park on-street (49%). Their reasons for this preference are that it gets them closer to their destination (48%) and that it's easier to get in and out (26%).

- More Corpus Christi residents say their preference is to pay for parking via cash (51%) than any other means.

PARKING	2021 ALL DOWNTOWN USERS	2019 ALL DOWNTOWN USERS	2021 BY INCOME OF DOWNTOWN USER: <$50K	$50-$100K	$100K+
HOW GET DOWNTOWN:					
Drive themselves	72%	84%	62%	82%	79%
Carpool in another car	15%	8%	21%	12%	7%
Walk	6%	1%	5%	6%	7%
Take bus	6%	4%	9%	0%	7%
Other	1%	3%	1%	0%	0%
WHERE PARK:					
On-street	49%	61%	67%	38%	36%
Parking garage	34%	12%	21%	44%	39%
Surface lot	17%	26%	12%	18%	25%
REASON FOR PARKING CHOICE:					
Closer to destination	48%	59%	48%	41%	61%
Easy to get in and out	26%	10%	31%	29%	12%
Feels safe	16%	21%	10%	21%	15%
Lower cost	9%	7%	9%	9%	9%
WOULD PAY WITH:					
Cash	51%	51%	52%	51%	48%
Credit	22%	28%	21%	21%	27%
Cellphone	11%	10%	9%	14%	9%
"Smart" card	6%	2%	7%	5%	6%
DOWNTOWN PARKING IS:					
Very affordable	49%	51%	52%	36%	70%
Somewhat affordable	40%	37%	38%	52%	21%
Somewhat expensive	8%	9%	7%	11%	6%
Very expensive	2%	4%	3%	0%	3%

2021 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

The percentage who have used a credit card to pay at a Downtown parking meter has remained stable, at 16%, which in 2017 when the question was first asked was just 7%. The larger number of Downtown workers who were surveyed this year (33%, up from 23%) were driving this credit card usage for the meters, which is probably not who would be the intended audience.

- All of those car drivers who were surveyed were asked to rate the new meters, regardless of whether they had used them lately or not. Feelings have inched up, to be slightly more positive, with 52% now giving the meters a positive rating and 8% being somewhat or very negative about them (vs. responses of 46% and 12% in 2019). Caucasian Downtown visitors are a lot more positive about the meters (61%) than non-Caucasian visitors (41%).

ON-STREET PARKING	2021 ALL DOWNTOWN VISITORS	2019 ALL DOWNTOWN VISITORS	2021 WORK DOWNTOWN	2021 LEISURE VISITORS
HAVE USED PARKING METERS:				
Yes	16%	18%	23%	12%
No	84%	82%	77%	88%
RATING OF PARKING METERS:				
Very positive	22%	20%	37%	13%
Somewhat positive	30%	26%	42%	24%
Don’t know/neutral	40%	42%	17%	53%
Somewhat negative	5%	6%	2%	7%
Very negative	3%	6%	2%	3%

2021 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

In this year's survey, a larger percentage of 33% of those surveyed work in Downtown Corpus Christi. These workers were asked additional questions about their commuting habits, the responses to which are shown in the table below.

- The average round-trip commute in Corpus Christi was 38 minutes in this year's survey. This is less than the National Downtown Benchmark average of 44 minutes.
- In this year's survey, an impressive 89% said they would be somewhat or very likely to use mass transit if it were available, up from 76% in 2019 (this is not a statistically significant increase from the 2017 survey, since the sample size of commuters in both studies was too small). The one mass transit option that most agree on is car pools (64%). The messages that more commuters find to be compelling about mass transit are that it is a less expensive (75%) and more convenient (56%).

COMMUTING ISSUES	ALL DOWNTOWN WORKERS 2021	ALL DOWNTOWN WORKERS 2019	2021 WHO LIVE IN: NUECES	SAN PATRICIO
WORK DOWNTOWN:	33%	23%	34%	20%
AVERAGE COMMUTE (roundtrip):				
Less than 30 minutes	39%	51%	38%	75%
30-44 minutes	32%	28%	32%	25%
45-59 minutes	22%	14%	23%	0%
60 minutes or more	6%	7%	6%	0%
AVERAGE MINUTES	37.9	33.0	38.7	23.2
IF MORE OPTIONS, HOW LIKELY TO CONSIDER MASS TRANSIT: (1				
Very likely	52%	39%	53%	25%
Somewhat likely	37%	37%	35%	75%
Not at all likely	11%	25%	12%	0%
OPTIONS WOULD CONSIDER: (1				
Car pool	64%	23%	63%	75%
Rapid transit	26%	2%	26%	25%
Bus	25%	26%	26%	0%
Car share	22%	19%	23%	0%
Light rail	12%	14%	12%	25%
Bike share	12%	NA	12%	25%
Bicycle lanes	7%	16%	7%	0%
REASONS WOULD CONSIDER MASS: (1				
Less expensive	75%	33%	76%	50%
More convenient	56%	30%	56%	50%
Easy access/reliable	35%	5%	35%	25%
Shorter commute	14%	16%	15%	0%
Less stress	11%	9%	10%	25%
More productive use of time	7%	5%	7%	0%
Safer	4%	2%	4%	0%

2021 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.
1) Sample sizes are very small, so no statistical significance was found.

Downtown users were asked to respond to some positive statements about Downtown, and non-users were asked to respond to some negative statements that might be barriers to their patronage. Downtown users (87%) outnumber non-users (13%) by a margin of seven to one.

Attitudes of Downtown Users

Downtown Corpus Christi's greatest strength is its convenience. More than two-thirds of users agree that it's convenient to get around the area (68%) and it's convenient to drive Downtown (67%). Both of these percentages are higher than the National Downtown Benchmark (57% and 48% respectively).

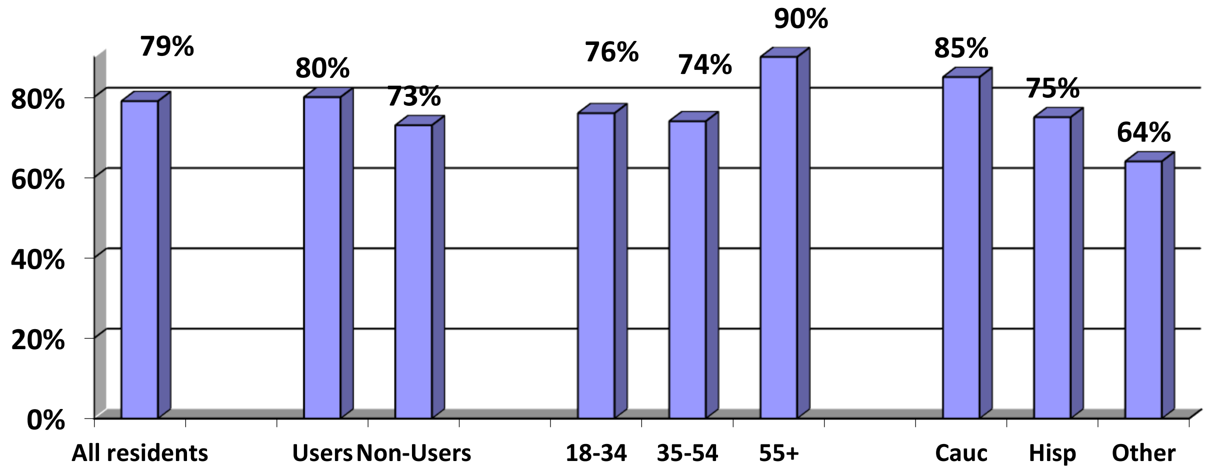
- Another convenience attribute which could be promoted by the DMD is that residents feel that it is easier to find parking in Downtown than in the past (56% now vs. 39% agreeing in 2019). Both years' percentages are far greater than the National Downtown Benchmark percentage of 24%.
- The percentage who agree that there are family-friendly events in Downtown Corpus Christi rose statistically in this year's survey, from 54% in 2019 to 67% currently. As a later section will note, they would like even more family-friendly events to be added.
- DMD's goal is to have a cleaner, safer and more beautiful Downtown Corpus Christi. The cleanliness perception in this survey rose back up to 60% (was 56% in 2017 and dropped to 47% in 2019) and a majority of 56% believe the Downtown area is safe. Both of these percentages are higher than the National Downtown Benchmark (48% and 45%, respectively). However, in the 4 largest Texas cities – Dallas, Houston, San Antonio and Austin – a much larger percentage of residents say their downtowns are clean (86%) and safe (67%), so these are things that Corpus Christi will need to continue to work on.

USERS ARE DRAWN DOWNTOWN BECAUSE IT HAS:	2021 AGREE	2019 AGREE	2021 DISAGREE	2021 SCORE (1	NATIONAL BENCHMARK AGREE (2
Convenient to take bus, bike or walk	68%	62%	11%	3.6	57%
Convenient to drive to	67%	66%	12%	3.8	48%
Family-friendly activities	67%	54%	16%	3.5	51%
Variety of entertainment	65%	60%	8%	3.8	81%
Many affordable things to do Downtown	63%	61%	6%	3.8	61%
Large selection of restaurants & shops	63%	60%	10%	3.8	81%
Is clean	60%	47%	14%	3.6	48%
Is safe	56%	47%	13%	3.7	45%
Easy to find parking	56%	39%	15%	3.6	24%
Hear a lot about D'town from people/ads	51%	50%	21%	3.5	50%

2021 Corpus Christi Email Surveys
1) Score calculated on 5-point scale where "1" is "strongly disagree" and "5" is "strongly agree".
2) National Benchmark conducted by Gentleman McCarty in 2010 with residents living in 50 top U.S. metropolitan areas.

A new attitude question was asked this year of both downtown users and non-users, about if they felt Downtown businesses had taken appropriate precautions to operate safely during the pandemic. Across both users and non-users, a majority of 79% felt this was true. As shown in the graphic below, those who are most positive about the way that Downtown has handled the pandemic are older residents, and Caucasian residents.

Believe Downtown Businesses Taking Appropriate Precautions During Pandemic



Attitudes of Downtown Non-Users

Non-users of Downtown Corpus Christi were first asked an open-ended question about the reason they do not go Downtown, and the main reason in this year's survey is that the COVID pandemic either reduced the places that were open Downtown or caused them to feel concern about going there (73%). A variety of personal and health reasons were also given, keeping in mind that non-users are predominantly older.

REASONS FOR NOT VISITING DOWNTOWN

COVID/things closed	73%	Inconvenient	12%
		Too far to drive	9%
Personal reasons	33%	No parking	3%
No interest/no need	21%		
Don't drive	9%		
Health issues	3%	Don't know what's there	12%
		Don't know what's there	12%
Physical impediments	12%		
Traffic/construction	6%	Other issues	6%
Streets are confusing	3%	Hot weather	6%
Too crowded/confusing	3%		

A list of 12 attitude statements were then read to non-users, to identify the negative perceptions that may be preventing them from going to Downtown Corpus Christi. In this year's survey, nearly all of these negative perceptions were reduced to either at or well-below the National Downtown Benchmark percentages.

- The two most negative perceptions in this year's survey were that traffic flow is confusing/congested (39%) and the large number of homeless/panhandlers in Downtown (36%). However, both of these were less negative than they had been in 2019, although none of the "drops" in negative perceptions are statistically significant, because of the very small size of the non-user sample in both studies.

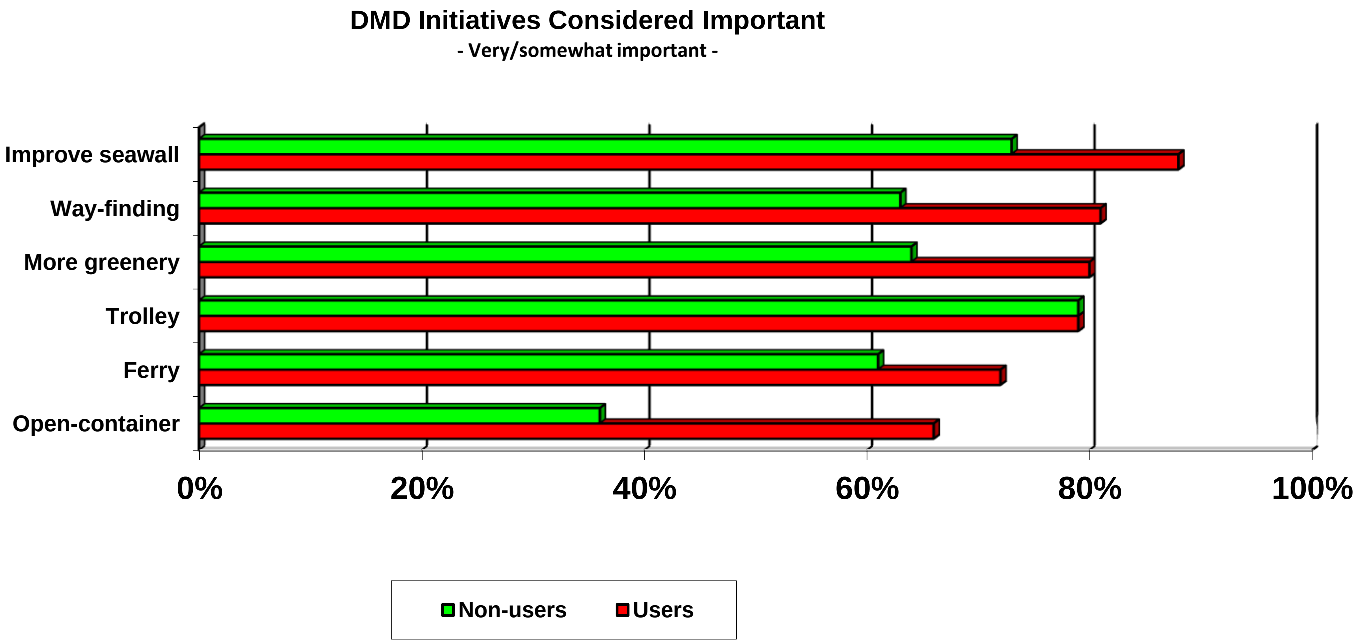
NON-USERS DON'T GO DOWNTOWN BECAUSE OF:	2021 AGREE	2019 AGREE	2021 DISAGREE	2021 SCORE (1	NATIONAL BENCHMARK AGREE (2
Traffic flow confusing/congested	39%	54%	27%	3.1	56%
Number of homeless/panhandlers there	36%	42%	15%	3.3	44%
Takes too long to drive downtown	27%	27%	48%	2.7	47%
Don't know what to do downtown	27%	42%	42%	2.6	27%
Unfamiliar w/shopping & dining choices	21%	54%	51%	2.5	NA
Parking is expensive	21%	42%	24%	2.9	71%
Don't know where to park	21%	50%	36%	2.8	49%
Isn't safe to be in downtown	18%	15%	42%	2.7	42%
Downtown is too crowded	15%	11%	58%	2.5	43%
Don't know how to get around/find things	12%	31%	61%	2.3	35%
Downtown is dirty	12%	19%	51%	2.4	27%
Isn't safe to drive downtown	6%	15%	46%	2.4	42%

2021 Corpus Christi Email Surveys

1) Score calculated on a 5-point scale where "1" is "strongly disagree" and "5" is "strongly agree".

2) National Benchmark conducted by Gentleman McCarty in 2010 with residents living in 50 top U.S. metropolitan areas.

In each of the four years that this study has been conducted for Downtown Corpus Christi, a list of the new initiatives which have been proposed by the DMD were read to the Corpus Christi residents who were surveyed by telephone or email, and interest has historically been very strong for most of them. The DMD went on to accomplish many of those previous initiatives, so of the previous list only the improvements to the Seawall and a way-finding program were repeated in this year's survey, and these two initiatives continue to generate the most interest among residents. The possible new initiatives are shown in the graphic below, in descending order of the interest they generated to both Downtown users and non-users, and in the data chart on the following page.



- As mentioned, nearly everyone is interested in improving the Seawall's maintenance and safety (88%). Interestingly, the interest in this was strongest among Caucasian residents (89%). This should be a top priority for the DMD in the next two years.

- Every single demographic segment, both Downtown workers and those who work elsewhere, and even Downtown non-users are interested in the DMD creating a way-finding program (81%). This should be a top priority for the DMD in the next two years.

- There is also strong interest in increasing the greenery/landscaping and shade trees in the Downtown area (80%) and in a Downtown circuit trolley or other micro transit option (79%).

- Interest was less-strong in the last two initiatives, which is to begin ferry service between Downtown and North Beach and to enact an open-container ordinance for the Entertainment district, which 72% and 66% of users would like to see. Downtown workers were the most interested in both of these initiatives, at 84% and 75% respectively.

The reactions to the six initiatives are shown below.

NEW INITIATIVES:		USERS SAY VERY/SOME IMPORTANT			NON-USERS SOME/LO
	ALL	18-34	35-54	55+	MORE LIKELY TO COME
Improve Seawall maintenance & safety	88%	86%	91%	84%	73%
Way-finding program	81%	79%	83%	82%	63%
Increase greenery/shade trees	80%	81%	82%	75%	64%
Downtown circuit trolley	79%	82%	72%	75%	79%
Ferry service between Downtown & North Beach	72%	76%	74%	61%	61%
Open-container ordinance	66%	67%	70%	57%	36%

2021 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

Interest in Living Downtown

4% of those surveyed by email this year currently live in Downtown (up from 2% previously), and an impressive 39% said they might be likely to consider doing so in the future, a statistically significant increase from the 20% recorded in the 2019 survey. The 4% who currently live downtown are relatively satisfied with that choice (56%) and point to the city lifestyle (67%) and the convenience of being located close to everything (44%) as things they appreciate.

- As in other cities, Millennials were slightly more likely to say they would live in Downtown Corpus Christi (56%).

- The most positive perception about living in Downtown Corpus Christi is the convenience (34%), city lifestyle (31%) and access to arts, sports and dining (30%). The most negative perception again this year is that it is expensive to live Downtown (44%).

- Those surveyed expressed a strong preference for single-family living (86%) over multi-family, and for single-level (81%) over multi-level. In this year's survey, there was a slight preference for renting (59%) over home ownership (41%), but these responses have flip-flopped in previous surveys.

- The average purchase price that someone seeking to own a residence in Downtown Corpus Christi would consider rose in this year's survey to $257,900, and the average rental rate which would be considered declined slightly, to $1,050 per month.

The data about living in Downtown Corpus Christi is shown below.

REACTIONS TO LIVING DOWNTOWN	2021 ALL SURVEYED	2021 DOWNTOWN USERS	2019 DOWNTOWN USERS	2021 DOWNTOWN NON-USERS
<u>VERY/SOME LIKELY LIVE DOWNTOWN:</u>	**39%**	**45%**	**22%**	**3%**
<u>Positive Perceptions:</u>				
Convenient	34%	36%	24%	24%
Like the city lifestyle	31%	34%	21%	15%
Access to arts/sports/dining	30%	28%	34%	42%
Like the housing stock/neighborhoods	19%	22%	10%	0%
Affordable	10%	7%	8%	12%
Like proximity to the water	1%	1%	9%	0%
<u>Negative Perceptions:</u>				
Downtown is expensive	44%	45%	41%	39%
Crowded/noisy	29%	27%	33%	39%
Don't like traffic/can't park	27%	27%	34%	27%
Scarcity of space/land	20%	20%	16%	24%
Not safe/crime	19%	18%	30%	24%
Inconvenient	19%	17%	26%	33%
Schools	9%	9%	11%	9%
Other	5%	4%	10%	6%
<u>VERY/SOMEWHAT LIKELY TO LIVE DOWNTOWN WOULD:</u>				
Prefer single family	86%	86%	87%	NA
Prefer multi-family	14%	14%	13%	NA
Prefer multi-level	18%	18%	19%	NA
Prefer single-level	81%	81%	81%	NA
Be likely to own	41%	41%	44%	NA
Be likely to rent	59%	59%	56%	NA
Purchase price desired (avg)	$257,900	$257,900	$171,400	NA
Rental rate desired (avg)	$1,050	$1,050	$1,126	NA

2021 Corpus Christi Email Surveys

What's Missing Downtown

Over the years, the percentage of area residents who believe there is something missing in Downtown Corpus Christi has dropped, from 65% in 2017 to 42% in both the 2019 and this year's survey. There has never been an overwhelming consensus about what's missing. This year, the missing attractions that were most likely to be identified are more attractions like festivals, concerts and family-friendly events. It was also noted that the number of retail stores needed to continue to be increased in Downtown.

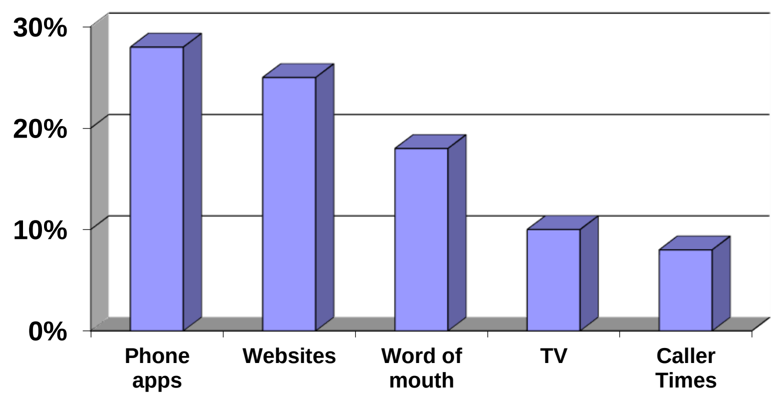
ATTRACTIONS DOWNTOWN IS MISSING:	ALL SURVEYED	DOWNTOWN USERS	DOWNTOWN NON-USERS
SOMETHING'S MISSING DOWNTOWN:	**42%**	**25%**	**100%**
WHAT'S MISSING:			
Attractions/festivals/events/concerts	19%	6%	9%
Shops/shopping center	13%	4%	6%
Family events/kid-friendly events	14%	4%	9%
Restaurants	9%	3%	6%
Develop waterfront/boardwalk	7%	2%	3%
Amusement park/water park/Zoo	5%	1%	6%
Parks/more green space	5%	1%	9%
Comedy club	<1%	1%	0%
Sidewalk lighting/more lighting	<1%	1%	0%

2021 Corpus Christi Email Surveys

Media Vehicles Used for Leisure Activities

This year, phone apps/social media eclipsed all other sources of leisure-time information (28%), doubling since the 2019 survey and used primarily by residents aged 18 to 54 years of age. Websites were a second mention this year (25%), led by social media sites such as Facebook or Twitter and search engines such as Google.

Where Get Leisure Information



MEDIA VEHICLES USED FOR LEISURE ACTIVITIES:	2021 ALL SURVEYED	2019 ALL SURVEYED	2021 BY AGE OF RESIDENT: 18-34	35-54	55+
WHERE GET LEISURE INFO:					
Phone apps/social media	28%	14%	34%	31%	16%
Internet/Web sites	25%	61%	23%	26%	27%
Friends/family	18%	40%	25%	18%	9%
Television	10%	36%	2%	7%	24%
Caller Times	8%	29%	5%	8%	9%
Radio	4%	17%	3%	4%	3%
The Bend/Local magazine	4%	14%	0%	2%	11%
Other	3%	6%	6%	3%	0%
WEB SITES USED:					
Social media: Facebook/Twitter	57%	45%	64%	58%	41%
Search engine such as Google	45%	33%	50%	38%	41%
Visit Corpus Christi	35%	1%	48%	25%	30%
Phone apps	23%	6%	30%	25%	4%
Caller Times	14%	5%	18%	11%	11%
Godowntowncc.com	12%	8%	16%	9%	11%
Marina arts/other	9%	1%	14%	5%	7%

2021 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

2021 Downtown Perception Survey

This is a survey of Corpus Christi residents and we would like to include your opinions.

1. In which of these age groups are you?

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

2. Check the zip code in which you live.

78330	78352	78374	78402	78408	78413	78418
78336	78359	78380	78404	78409	78414	78419
78339	78362	78387	78405	78410	78415	
78343	78370	78390	78406	78411	78416	
78351	78373	78401	78407	78412	78417	

3. Which of these groups includes the yearly income of all members of your household?

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

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

Caucasian 1
African American 2
Hispanic 3
Asian, or 4
Another race 5

5. Which of these are you? Male.......................... 1 Female 2

6. Which of these is true for you?

Work in or near downtown 1
Work in a location other than downtown 2
Do not work 3

7. Do you believe Downtown businesses are taking appropriate precautions to operate safely during the pandemic? Yes …… No …..

8. **(IF DO NOT WORK DOWNTOWN)** Have you visited downtown Corpus Christi in the past 6 months? 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.

Yes .... 1 **DOWNTOWN WORKERS + OTHER VISITORS SKIP TO USER QUESTIONNAIRE**
No .... 2 **SKIP TO NON-USER QUESTIONNAIRE**

USER QUESTIONNAIRE

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

Downtown Activity	# of times
Eat a meal at restaurant	_____
Go to a bar or night club	_____
Go to hear live music	_____
Shop at a store	_____
Attend a sporting event **(IF 1+ TIMES ASK 1b)**	_____
Attend special event such as parade or festival	_____
Attend the monthly Artwalk	_____
Work or have a meeting **(ASK ONLY FOR THOSE WHO DO NOT WORK DOWNTOWN)**	_____
Go to the marina to dine or do a water or boating activity	_____
Stay in a hotel	_____
Bike/walk/run on Seawall	_____
Go to Magee Beach	_____
Visit any of the cultural centers, such as the Arena, Auditorium, Museums, Aquarium or Art Center	_____
Any other trips downtown	_____
How many times have you combined a meal and other downtown activity?	_____

1b. Which sporting event was that?

Hook's game	1
Corpus Christi IceRays game	2
Islanders basketball game	3
Other	4

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

Eat meal at restaurant	1	Work or go to a meeting	8
Shop	2	Stay in hotel	9
Go to a bar	3	Bike/walk/run on seawall	10
Attend sporting event	4	Go to the beach	11
Attend cultural event	5	Participate in water/boating activity at Marina	12
Attend special event or festival	6	Visit a cultural district	13

3. **(FOR EACH DISTRICT BELOW ANSWER)** Do you know where _______ is located? **(IF YES)** Have you been there recently? **(IF YES)** For what purposes?

DISTRICTS	KNOW WHERE	BEEN TO	FOR WHAT PURPOSE?
SEA District	1	1	________________
North Beach	2	2	________________
Marina Arts District.	3	3	________________
Uptown	4	4	________________
Waters Edge Park & Magee Beach	5	5	________________

4. On average, how long do you stay downtown when you visit downtown?

Less than an hour	1	Between two and three hours	3
Between one and two hours	2	Or more than three hours	4

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

Less than $20	1	Between $100 and $150	5
Between $20 and $50	2	Between $150 and $200	6
Between $50 and $75	3	Over $200	7
Between $75 and $100	4		

6a. By which of these means do you typically get downtown, when you go?

Drive your own car	1	(**ASK QUESTIONS 6b THROUGH 6g)**
Go in someone else's car	2	(**SKIP TO QUESTION 7**)
Take the bus	3	(**SKIP TO QUESTION 7**)
Walk	4	(**SKIP TO QUESTION 7**)
Ride a bicycle	5	(**SKIP TO QUESTION 7**)
Other	6	(**SKIP TO QUESTION 7**)

6b. How would you rate the affordability of parking downtown?

Very affordable	1	Somewhat expensive	3
Somewhat affordable	2	Very expensive	4

6c. Where do you prefer to park when you visit Downtown?

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

6d. Which of these five things is the <u>most</u> important aspect to you in choosing where you park? **(SELECT ONLY ONE RESPONSE)**

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

6e. Have you used a credit card to pay at a parking meter in downtown?

Yes	1
No	2

6f. On a scale from 1 to 5, where a "5" is "very positive" and a "1" is "very negative", how would you rate the downtown parking meters where you can pay with a credit card or coins?

1	2	3	4	5

6g. 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?

Cash	1
Credit/debit card	2
A "smart card" that you could pre-pay and re-fill when used up	3
Using your cellphone to make the payment (Park CC)	4
Don't know	5

7a. Please rate the following influences which may affect your decision to visit downtown. For each influence, check whether you strongly agree, agree, are neutral, disagree or strongly disagree.

Influences	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
There are many affordable things to do downtown	5	4	3	2	1
Downtown is convenient to drive to	5	4	3	2	1
There's a large selection of restaurants and shops downtown	5	4	3	2	1
Downtown offers a variety of entertainment options	5	4	3	2	1
You hear a lot about downtown from people, ads or the news	5	4	3	2	1
Downtown is safe	5	4	3	2	1
Downtown is clean	5	4	3	2	1
It's easy to find a parking space downtown	5	4	3	2	1
Downtown's convenient because you can take the bus, bike or walk around easily	5	4	3	2	1
Downtown has many family friendly activities	5	4	3	2	1

7b. Do you believe downtown businesses are taking appropriate precautions to operate safely during the pandemic?

Yes 1   No 2

RESIDENTS LIVING IN ZIP CODE 78401 SKIP TO QUESTION 11a.. RESIDENTS OF ALL OTHER ZIP CODES ANSWER QUESTIONS 8a THROUGH 10c).

8a. How likely would you be to live Downtown?

Very likely 5
Somewhat likely 4
Neutral 3
Not likely.. 2
Had not considered it 1

8b. Why do you say that?

Positive mentions:
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_______________________________

Negative mentions:
Scarcity of space/land 1
Expensive 2
Crowded/noisy 3
Inconvenient 4
Schools 5
Parking/traffic.. 6
Safety 7
Other: ____________________________________

IF VERY/SOMEWHAT INTERESTED IN LIVING DOWNTOWN ASK QUESTIONS 9 & 10. IF NOT AT ALL INTERESTED SKIP TO QUESTION 12.

9a. Would you be more likely to rent or to purchase a place to live downtown?

Rent......................... 1 **(SKIP TO 10a)**   Purchase.................................. 2 **(ASK QUESTION 9b)**

9b. **(IF LIKELY TO PURCHASE)** What would be the price range of home that you would be looking for, if you were to purchase a home downtown?

Under $100,000....................................... 1
$100,000 to $200,000 2

$200,001 to $300,000	3
$300,001 to $500,000	4
More than $500,000	5
Don't know/refused	0

10a. **(IF LIKELY TO RENT)** What would be the range of monthly rates that you would be looking for, if you were to rent downtown?

Under $1,000	1
$1,001 to $1,200	2
$1,201 to $1,500	3
More than $1,500	4
Don't know/refused	0

10b. **(ASK OF BOTH LIKELY PURCHASERS AND RENTERS)** Would you be more interested in a single-family residence, or a multi-family residence that is in the same building with one or more other residences?

Single-family	1
Multi-family	2

10c. **(ASK OF BOTH LIKELY PURCHASERS AND RENTERS)** And would you be more interested in a single-story residence, or a multi-story residence?

Single story	1
Multi-story	2

11a. **(DOWNTOWN RESIDENTS IN ZIP CODE 78401 ONLY)** What are the main reasons you chose to live downtown?

Convenient to everything	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 ______________________	

11b. On a scale from 1 to 7, where a 1 is "not at all satisfied" and a 7 is "extremely satisfied", how do you feel about living downtown?

1	2	3	4	5	6	7

12. 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 unimportant.

Change	Very important	Somewhat important	Somewhat unimportant	Very unimportant	DK
Way-finding program with enhanced automobile and pedestrian signage to destinations	4	3	2	1	0
Open container ordinance for the Entertainment district	4	3	2	1	0
Downtown circuit trolley or other micro Transit options	4	3	2	1	0
Increase greenery, landscaping and Shade trees	4	3	2	1	0
Improve Seawall maintenance and safety	4	3	2	1	0
Establish a water ferry service between Downtown and North Beach	4	3	2	1	0

13. Is there an attraction, entertainment, shopping or dining experience that you believe downtown is missing? What is it?

Not missing anything 1
Missing:____

14a. 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	Websites/Internet 5
Television 2	The Bend - Local magazine 6
Radio 3	Friends/family 7
Phone apps/ Social media 4	Other 8

14b. **(IF APPS or WEBSITES/INTERNET MENTIONED)** What websites, email information or smartphone apps are most helpful to you in finding out about leisure activities?

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

15a. In the past year, have you brought any out-of-town visitors downtown?

Yes 1	**(ASK QUESTION 15b)**
No 2	**(SKIP TO QUESTION 16a)**

15b. **(IF YES)** Were they staying with you, in a hotel, or not staying overnight?

Staying with you 1
In a hotel 2
Not staying overnight 3

IF WORK DOWNTOWN AT QUESTION 6, ASK 16a-16d. IF DON'T WORK DOWNTOWN, SKIP TO QUESTION 17.

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

Less than 15 minutes 1
15 to 29 minutes 2
30 to 44 minutes 3
45 to 59 minutes 4
60 to 119 minutes 5
120 minutes (2 hours) or more 6

16b. 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?

Very likely 1	**(ASK QUESTIONS 16c-16d)**
Somewhat likely 2	**(ASK QUESTIONS 16c-16d)**
Not at all likely 3	**(SKIP TO QUESTION 17)**

16c. 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

16d. Which of these reasons would cause you to be likely to use one of those transit options?

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

17a. Which of these best describes your household?

Married...1
Living with a domestic partner..........2
Single 3
Widowed 4

17b. Do you have children under 18 years of age at home?

Yes .... 1 No 2

Thank you very much for participating in our survey!

NON-USER QUESTIONNAIRE

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

____

____

2. Please rate the following influences which may keep you from visiting downtown. Please check whether you strongly agree, agree, are neutral, disagree or strongly disagree with each statement.

Influences	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Don't know what there is to do downtown	5	4	3	2	1
Unfamiliar with downtown shopping and dining choices	5	4	3	2	1
Parking is expensive	5	4	3	2	1
Don't know where to park	5	4	3	2	1
Downtown isn't safe	5	4	3	2	1
It isn't safe to drive to downtown	5	4	3	2	1
Number of homeless people and panhandlers there	5	4	3	2	1
Don't know how to get to a specific destination	5	4	3	2	1
Downtown is dirty	5	4	3	2	1
Downtown is too crowded	5	4	3	2	1
Traffic flow in downtown is confusing/congested	5	4	3	2	1
It takes too long to drive downtown	5	4	3	2	1

3. Do you believe downtown businesses are taking appropriate precautions to operate safely during the pandemic?

Yes .... 1 No 2

4. How likely would you be to live Downtown?

Very likely 5
Somewhat likely 4
Neutral 3
Not likely... 2
Had not considered it 1

5. Why do you say that?

Positive mentions:
Convenient 1
Like city life... 2
Like housing/neighborhoods 3
Safe neighborhoods 4
Good investment 5
Access to arts, sports, dining 6
Affordable... 7
Other: ____________________________

Negative mentions:
Scarcity of space/land 1
Expensive 2
Crowded/noisy 3
Inconvenient 4
Schools 5
Parking/traffic....................................... 6
Safety 7
Other: ____________________________

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

	MORE	SOMEWHAT LIKELY	NOT LIKELY	DON'T LIKELY	A LOT KNOW
Way-finding program with enhanced automobile and pedestrian signage to destinations		3	2	1	0
Open container ordinance for the Entertainment district	4	3	2	1	0
Downtown circuit trolley or other micro Transit options	4	3	2	1	0
Increase greenery, landscaping and Shade trees	4	3	2	1	0
Improve Seawall maintenance and safety	4	3	2	1	0

Establish a water ferry service between Downtown and North Beach .... 4 .... 3 .... 2 .... 1 0

7. Is there 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? What is it?

____

____

8a. What's the *best* place for you to find out about the activities you chose for your leisure time?

Caller Times 1	Websites/Internet 7
Television 2	The Bend - Local magazine 8
Radio 3	Friends/family 9
Phone apps/ Social media 4	Other 10

8b. **(IF "APPS' or WEBSITES/INTERNET ARE MENTIONED)** What websites, email information or smartphone apps are most helpful to you in finding out about leisure activities?

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

9a. Which of these best describes your household?

Married 1
Living with a domestic partner 2
Single 3
Widowed 4

9b. Do you have children under 18 years of age at home?

Yes 1	No 2

Thank you for participating in this survey!

APPENDIX B
ZIP CODES OF CORPUS CHRISTI RESIDENTS SURVEYED

78415 (29)
78412 (21)
78411 (19)
78414 (18)
78410 (18)
78418 (15)
78408 (14)
78413 (13)
78336 (12)
78401 (9)
78405 (8)
78362 (8)
78404 (8)
78416 (7)
78409 (5)
78407 (5)
78373 (5)
78374 (5)
78370 (4)
78380 (4)
78359 (3)
78387 (3)
78406 (2)
78330 (2)
78417 (2)
78339 (2)
78351 (2)
78343 (1)
78352 (1)
78402 (1)
78409 (1)