

Digital Community Survey Summary

The project team developed a ten (10)-question survey to understand how people currently use Jackson Street, what they like about the corridor, and what they would want to improve. The survey was offered in three (3) languages—English, Spanish, and Vietnamese. To reach a wide audience, the survey was distributed at multiple events located along or near the corridor, as well as virtually. These events included the in-person community meeting on March 22nd and the three (3) pop-up meetings on March 21st and 22nd. The survey was also available on the project website and was included in email blasts.

330 people responded to the survey in total, with 314 people responding to the English survey, 14 people to the Spanish survey, and 2 people to the Vietnamese survey. On average, it took participants between 1 and 4 minutes to complete the survey. 269 surveys were completed virtually, and 61 surveys were completed at in-person events. The average age range of survey participants was 46-64.

The figures below display the survey questions and summarize the results of the survey.

1. Which best describes how you use Jackson Street?

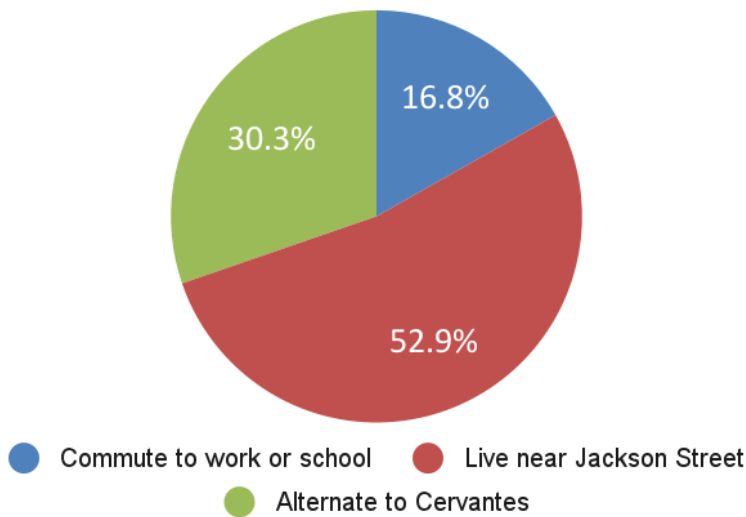


Figure 1: Survey Question 1 Results

Most responders live near Jackson Street or use it as an alternate to West Cervantes Street.

2. How do you travel to school, work, shopping, or for recreation? (Check all that apply)

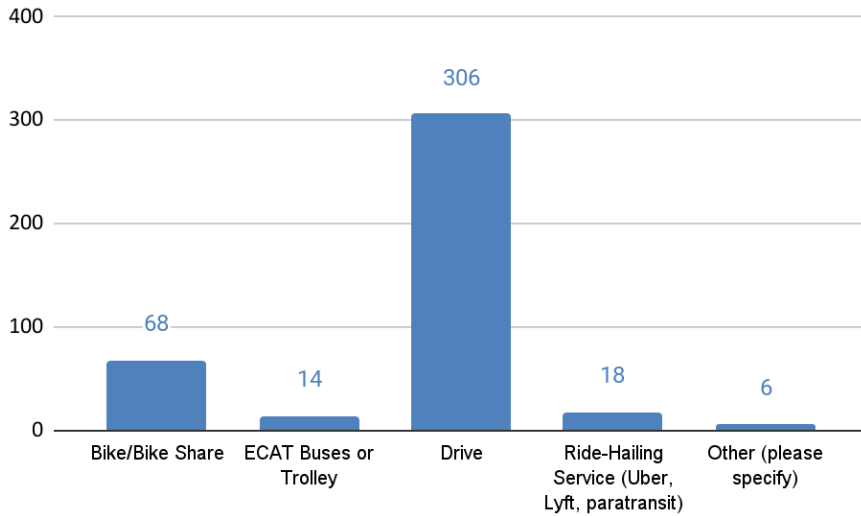


Figure 2: Survey Question 2 Results

Most responders answered that they currently drive to travel to school, work, shopping, or for recreation. After driving, the most popular travel mode is biking.

3. If you are biking, which of these improvements are essential? Check all that apply.

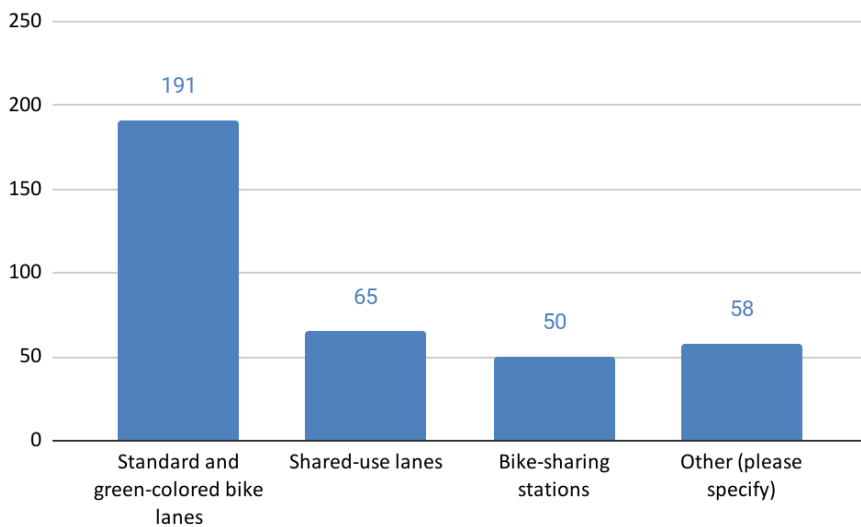


Figure 3: Survey Question 3 Results

Most responders stated that standard and green-colored bike lanes are the most essential bicycle improvements.

4. If you are using an ECAT bus or a trolley, which of these improvements is essential? Check all that apply.

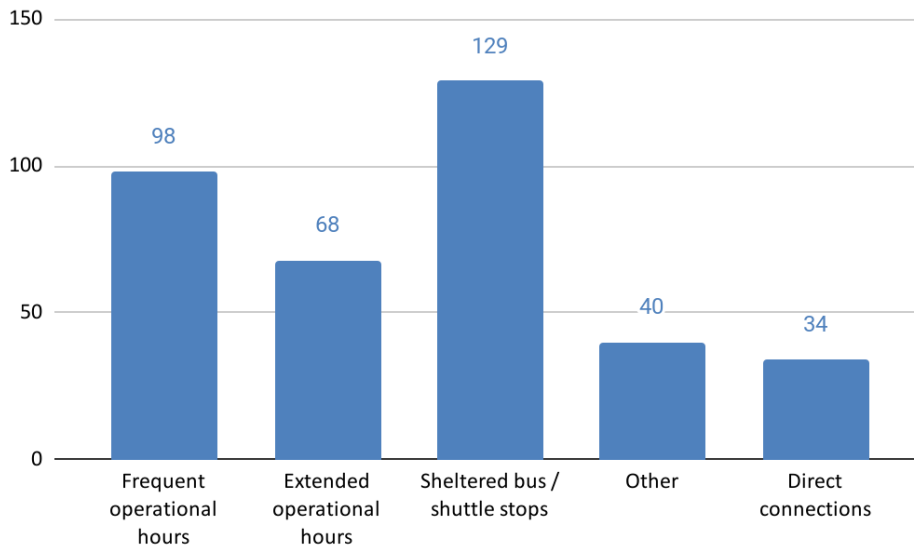


Figure 4: Survey Question 4 Results

For Escambia County Area Transit (ECAT) bus and trolley users, respondents answered that sheltered bus/shuttle stops are the most essential improvement, followed by frequent operational hours, and extended operational hours.

5. Would you like near-by access to more open spaces like parks, public plazas?

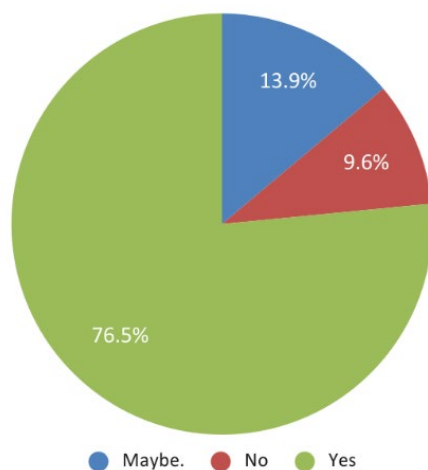


Figure 5: Survey Question 5 Results

The majority of responders said they would like near-by access to more open spaces like parks and public plazas.

6. Where along Jackson Street or at what intersections do you NOT feel safe walking, biking, or using transit? (optional)

Responders provided a range of answers as to where they do not feel safe walking, biking, or using transit along Jackson Street, but the most common answer was “all of it.” Other frequently mentioned locations were Pace, New Warrington, Fairfield, 57th Street, and A Street.

7. Tell us in a few words what you enjoy most about Jackson Street. Examples include large trees, diverse communities, great food, historic homes, etc.

Responders shared similar answers to what they enjoy most about Jackson Street, revealing that the corridor has a strong base of positive sentiment on which to build. The historic nature of the homes and neighborhoods, along with the significant tree canopy were consistently mentioned as positives for Jackson Street. Another strong point for the corridor was the diversity of people, families, and neighborhoods throughout the area.

In addition, the ease of travel through the corridor and connectivity between diverse neighborhoods were also mentioned in several responses. Other responses focused on the personal connections residents have to the area, including memories of playing at certain parks, or of homes where family members lived. These personal ties to the corridor's history, combined with the recognition and celebration of the area's diversity, create a unique opportunity for this project.

8. Tell us in a few words what you would like to change on Jackson Street the most. Examples include safety, affordable homes, more trees, etc.

Responders' primary concerns were safety and security. Specifically, responses included better street lighting, additional law enforcement presence, and improved pedestrian safety. Suggestions for pedestrian safety and accessibility included sidewalks (including ADA-accessible, with wheelchair ramps/curb cuts), enhanced and better-marked crosswalks, traffic calming, and bike lanes.

In addition, several people noted their desire for more parks and/or safe areas for children to play, as well as less litter and stronger code enforcement. There were many requests for more affordable housing options, more trees and landscaping, as well as additional community-based retail and restaurant offerings.