

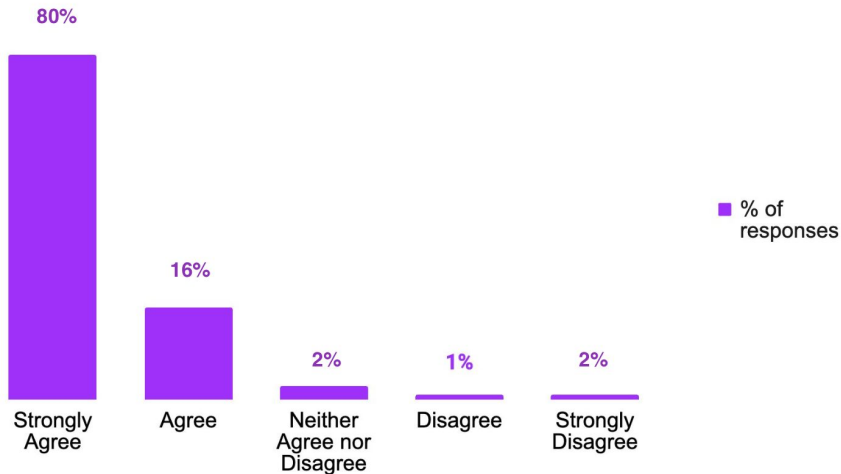
# Engage Survey Analysis

## Historic Whittier Boulevard Project Kick-Off Survey

In the first part of the survey, respondents were presented with 9 statements and asked to specify to what extent they agree or disagree with the statements:

### Q1. Developing fun and vibrant “uptown” area with diverse shopping, dining, and entertainment options will increase economic activity.

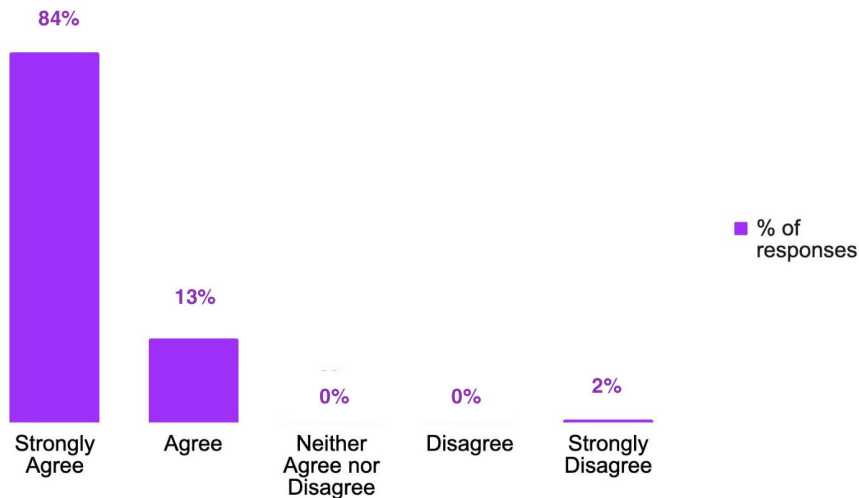
182 responses



The vast majority of respondents agree that developing a fun and vibrant “uptown” area will increase economic activity in the City (80% Strongly agree and 16% Agree).

### Q2. More parks, trails, open and natural spaces, recreational opportunities, and public events enhance people’s quality of life.

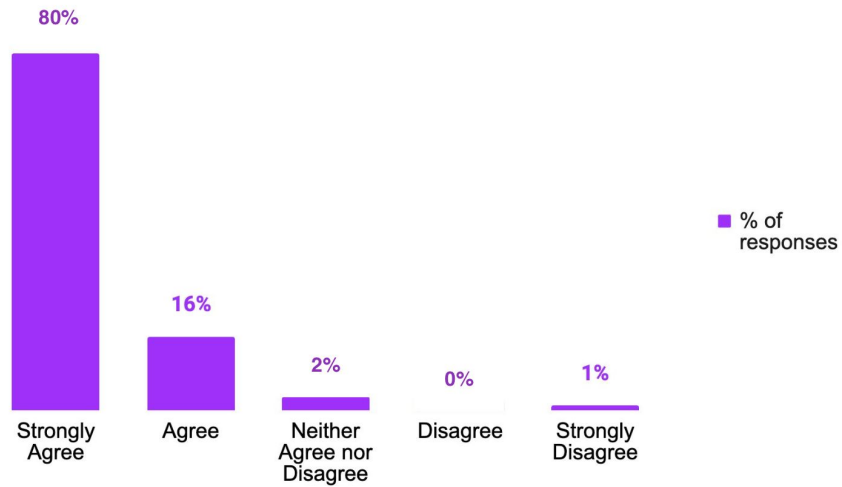
182 responses



Most respondents agree that more parks, trails, open and natural spaces, recreational opportunities, and public events will enhance people’s quality of life (84% Strongly agree and 13% Agree).

**Q3. The roads and sidewalks should be safer and more convenient for vulnerable road users such as youth, seniors, pedestrians, bicyclists, and people with disabilities.**

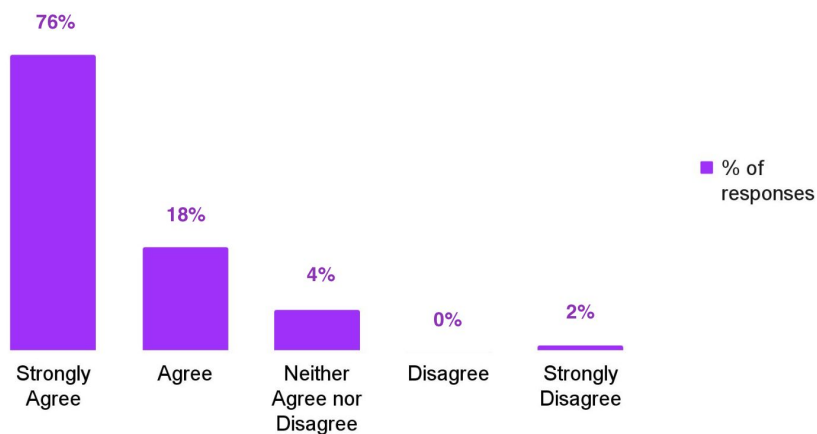
182 responses



The vast majority of respondents agree that roads and sidewalks should be safer and more convenient for vulnerable road users (80% Strongly agree and 16% Agree).

**Q4. Unique branding, creative signage, cultural elements, and public art contribute to a strong sense of community pride for residents and businesses.**

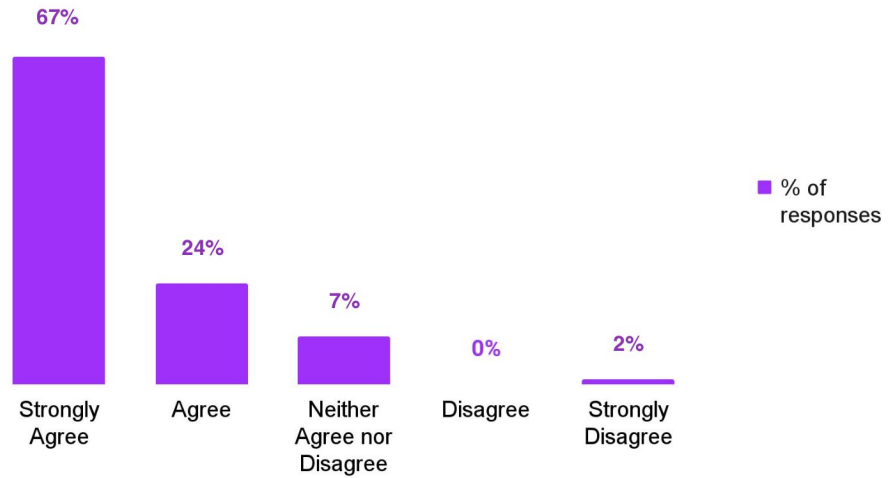
182 responses



The majority of respondents (76%) strongly agree that visual and cultural elements, such as unique branding, creative signage, cultural elements, and public art, play a significant role in shaping the community's identity and instilling a sense of pride, with an additional 18% expressing agreement, underscoring their significance.

## Q5. Diversity in architecture and landscaping can enhance community character and make the built environment more interesting.

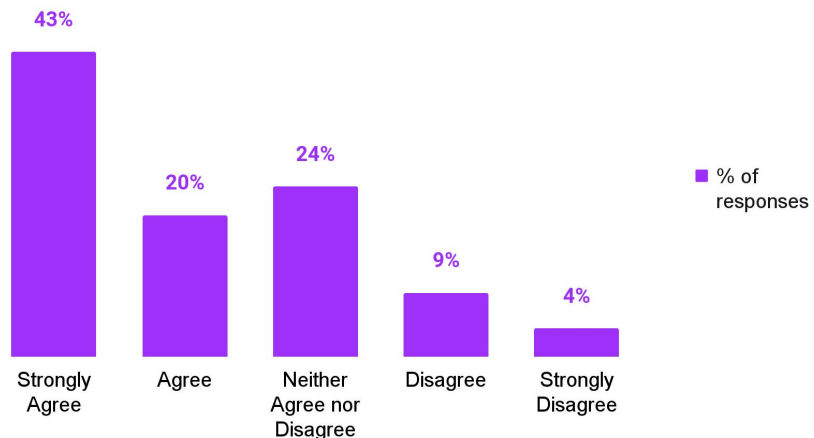
182 responses



Over two-thirds of the respondents (67%) strongly agree that diversity in architecture and landscaping can enhance community character and create an interesting built environment, while an additional 24% agree with this statement.

## Q6. More housing types are needed to accommodate a wide range of incomes and living situations.

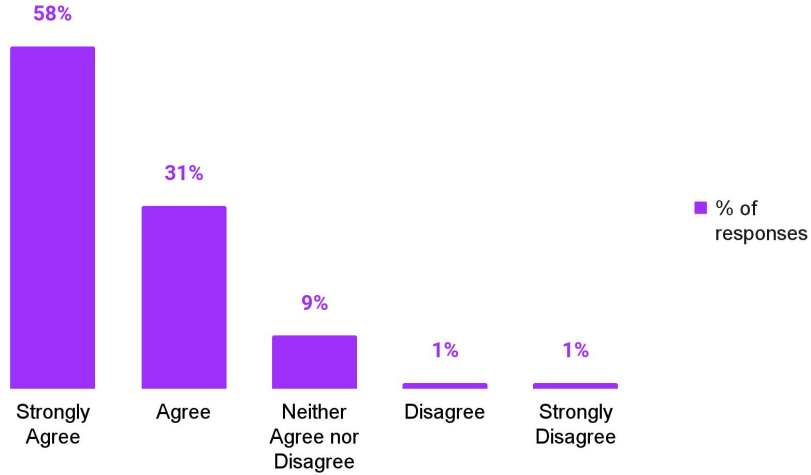
166 responses



Approximately 63% of respondents agree that more housing types are needed to accommodate various incomes and living situations, with 43% strongly agreeing, 20% agreeing, and 24% neither agreeing nor disagreeing. This indicates a potential need for further exploration and clarification of residents' perspectives on housing diversity and affordability within the area.

## Q7. Any new development and infrastructure should contribute to a more sustainable and resilient environment.

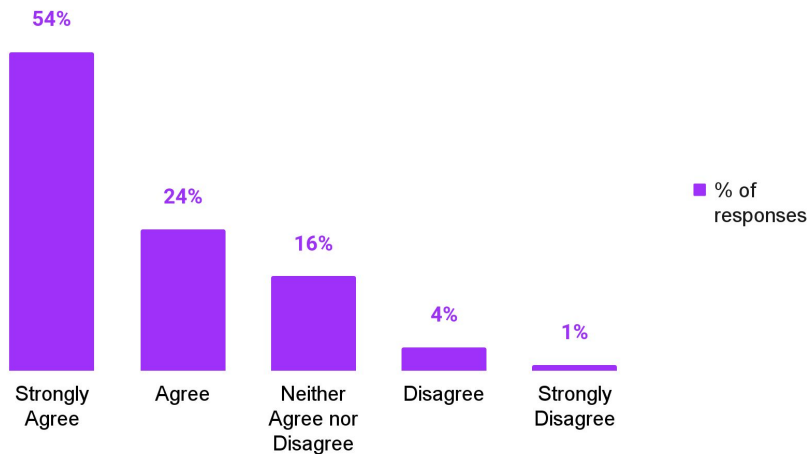
166 responses



Most respondents (58%) strongly agree that any new development and infrastructure should contribute to a more sustainable and resilient environment, with an additional 31% agreeing with this statement.

## Q8. Parking supply could be better managed to improve availability.

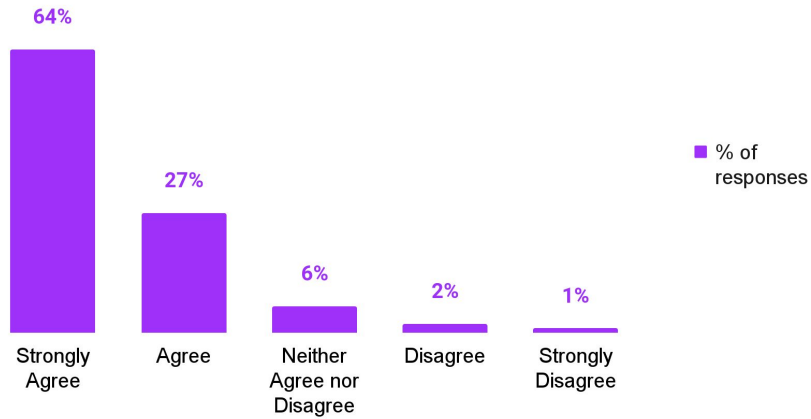
166 responses



Over half of the respondents strongly agree, and another quarter agree that parking supply could be better managed to improve availability (54% and 24%, respectively); another 16% neither agree nor disagree with this statement.

## Q9. Technology and innovation should be integrated where possible to ensure a safer, smarter, more effective, and more efficient community.

166 responses

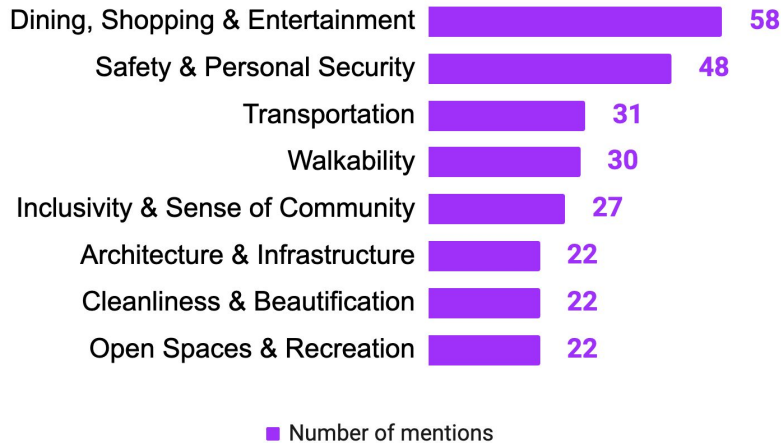


Most respondents (58%) strongly agree that technology and innovation should be integrated where possible to ensure a safer, smarter, more effective, and more efficient community. An additional 31% of respondents also agree with this statement. These findings highlight the importance of embracing technological advancements and innovative solutions to enhance various aspects of community life, such as safety, efficiency, and overall effectiveness. Integrating technology can lead to improvements in infrastructure, services, and quality of life for residents in the community.

In the second part of the survey, respondents were asked the following open-ended questions:

### Q10. What are your top three priorities for the future of Whittier Boulevard and Durfee Avenue? (describe in 20 words or less)

166 responses

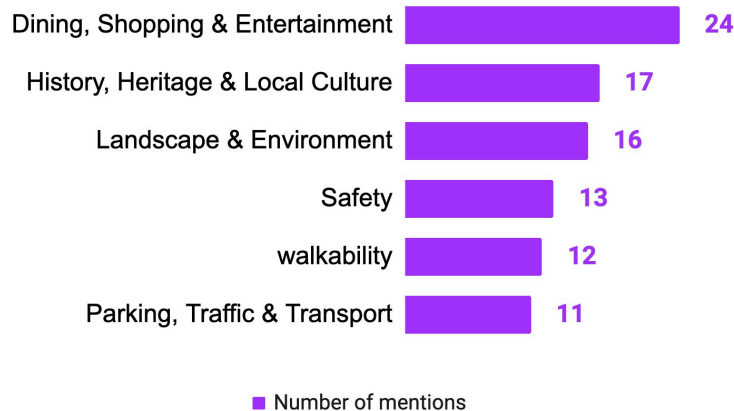


*\*We note that the above groupings are not mutually exclusive, as respondents may express multiple attitudes within individual responses.*

- **Better dining, shopping, and entertainment options** were suggested by over a third of respondents (35%). Specifically, they mentioned the need for more diverse restaurants, grocery shops, boutiques, markets, and locally owned businesses.
- The second leading priority was to **improve the area's sense of safety and security** (29%). Several respondents proposed the City should address the **homeless population** in the area, while others mentioned **street lighting and pedestrians' safety** as topics requiring attention.
- **Transportation** emerged as the third highest priority among respondents (19%). On this topic, many suggested **adding bike lanes** and **increasing parking availability** in the area. Several respondents suggested improving **traffic flow** and improving **public transit accessibility and connectivity** at the site.
- **Walkability** was also a primary priority among respondents (18%), with many asserting the area should be **pedestrian-friendly, include a walking path network, and have better and safer sidewalks**.
- A considerable share of respondents mentioned **inclusivity and a sense of community** as their top priority, hoping for the revitalized area to be accessible, community-based, family-oriented, and culturally diverse (16%).
- **Architecture and infrastructure, cleanliness and beautification, and open spaces and recreation activities** accounted for 13% of the responses each. Within those topics, respondents wished to see better roads, attractive building facades alongside preserved historic buildings, more parks and outdoor activities, cleaner streets, and beautification projects, such as artistic murals and landscaping work.

## Q11. Do you have any other ideas, suggestions, comments, or recommendations for revitalizing Historic Whittier Boulevard?

166 responses



*\*We note that the above groupings are not mutually exclusive, as respondents may express multiple attitudes within individual responses.*

- Similarly to the previous question, the most common suggestion was adding more **dining, shopping, and entertainment options** to revitalize Historic Whittier Boulevard (15%). Some individual ideas included adding designated spaces for “pop-up” shops, food halls, a veteran's club, and family and kids-friendly activities.
- The second most common proposal centered around preserving local **history, heritage, and culture** (10%). Respondents recommended incorporating the “true history of the area,” honoring local heritage and culture, and consulting with professional historians regarding buildings’ preservation.
- **Landscape and Environment** arose as the third leading focus area among respondents (10%), with many wishing for more parks and “beautiful places” for locals to visit, cleaner public spaces, and more trees.
- A substantial share of respondents mentioned **safety as a main topic the City should address (8%)**, with a few recommending enhanced street lighting, pedestrians’ safety, and more sheriff patrols.
- A similar number of respondents proposed the revitalization should allow **new walking paths and better pedestrian access (7%)**. Two comments specified that a connection between the City of Pico Rivera and the Pico Rivera Sports Arena is needed, and another suggested cleaning the Rio Hondo basin and opening it to families and visitors.
- Lastly, several respondents recommended that the City improve **road maintenance, parking availability, public transportation, and traffic flow (6%)**.
- It is also noteworthy that just under half of the respondents shortly replied “N/A” or “Nothing” (47%), suggesting there were no other pressing issues they wanted to share with the City regarding the revitalization project.