

CASA de ORO

ALLIANCE

Community Survey 2019
Report Summary

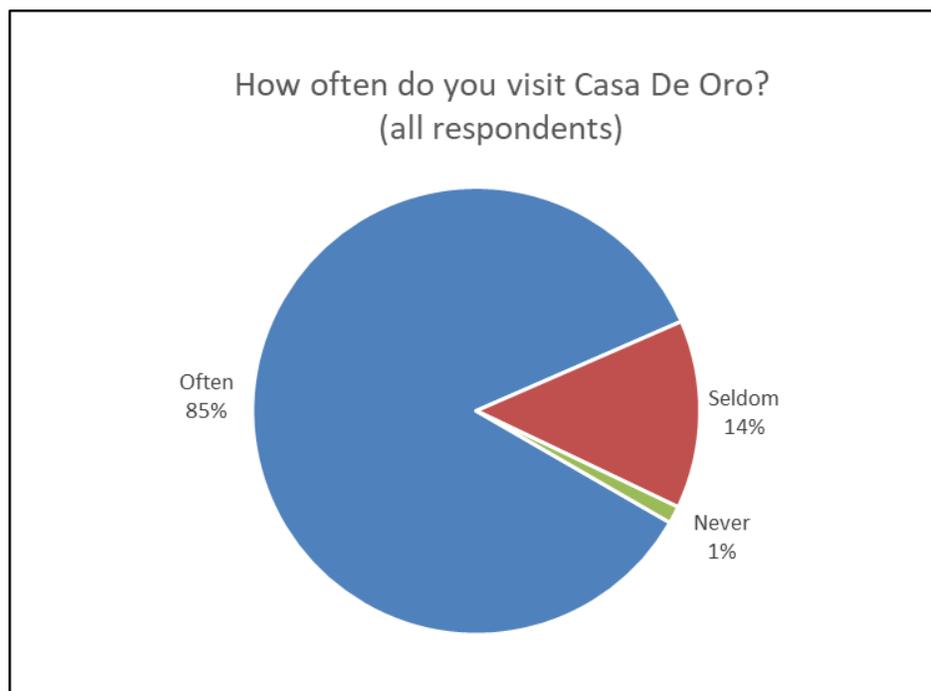
Background:

The Casa de Oro Alliance released a community survey in September 2019 to find out what residents living in or near Casa de Oro thought about the business district on Campo Road between Kenwood Drive and Sweetwater Springs Boulevard. The survey was distributed through mailers, emails, Facebook, Instagram, Twitter and on the Alliance website. The survey closed in October 2019 with 490 respondents. 68% of respondents were female, 31% were male and 1% were listed as other. The average age of respondents was 49. They average time lived in Casa de Oro was 25 years. Below are their responses.

*Boxes below reflect graph summaries

Question 2 – How often do you visit Campo Road, often, seldom or never?

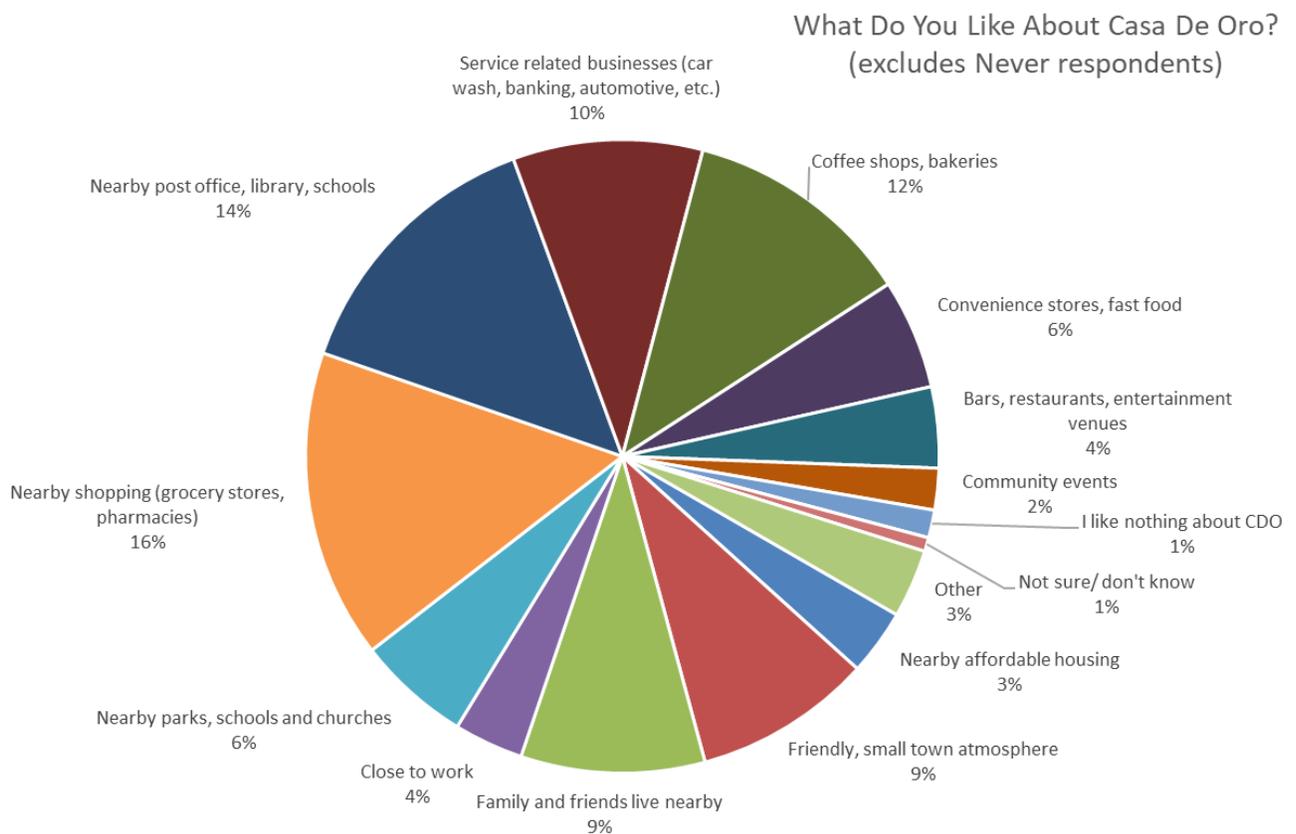
More than 85% said they visit Casa de Oro often.



Question 3 – What do you like about Casa de Oro? Nearby affordable housing; friendly small town atmosphere; family and friends live nearby; close to work; nearby parks, schools or churches; nearby shopping; nearby post office, library or schools; service related businesses; coffee shops and bakeries; convenience stores; bars, restaurants, entertainment venues; community events; didn't know; or like nothing about Casa de Oro.

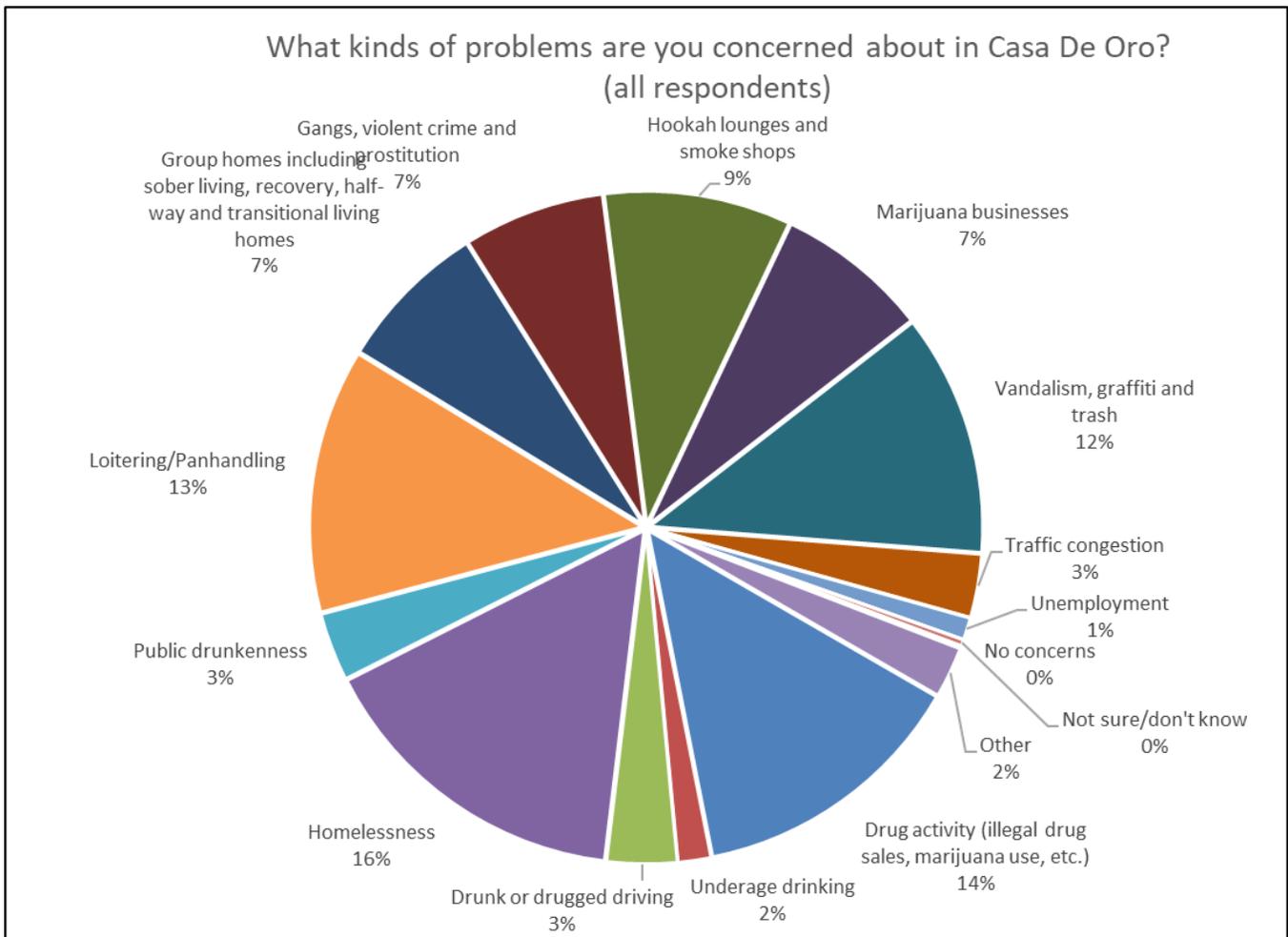
The top five answers: Nearby shopping (16%); nearby post office, library and schools (14%); coffee shops/bakeries (12%); service related businesses (10%); and family and friends live nearby (9%).

*Respondents who answered “never” to question 2 were removed from this analysis.



Question 4 – What kinds of problems are you concerned with in Casa de Oro? Drug activity; underage drinking; drunk/drugged driving; homelessness; public drunkenness; loitering/panhandling; group homes; gangs, violent crime and prostitution; hookah lounges and smoke shops; marijuana businesses; vandalism, graffiti and trash; traffic congestion; unemployment; no concerns or don't know.

The top five answers were homelessness (16%), drug activity (14%), loitering/panhandling (13%), vandalism, graffiti and trash (12%), hookah lounges and smoke shops (9%).

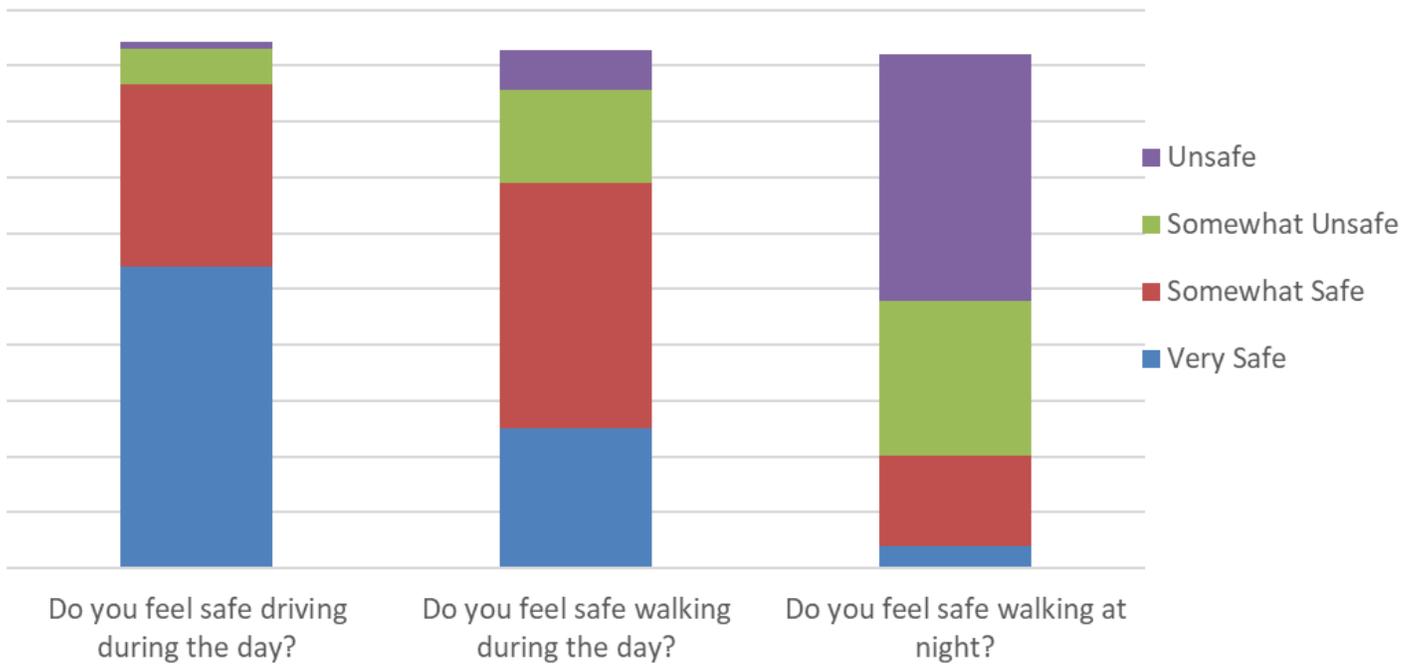


Question 5 – How do you feel in Casa de Oro during the following activities: 1) driving during the day 2) walking during the day 3) walking at night.

57% felt very safe driving during the day. 47% felt somewhat safe walking during the day. 48% felt unsafe walking at night.

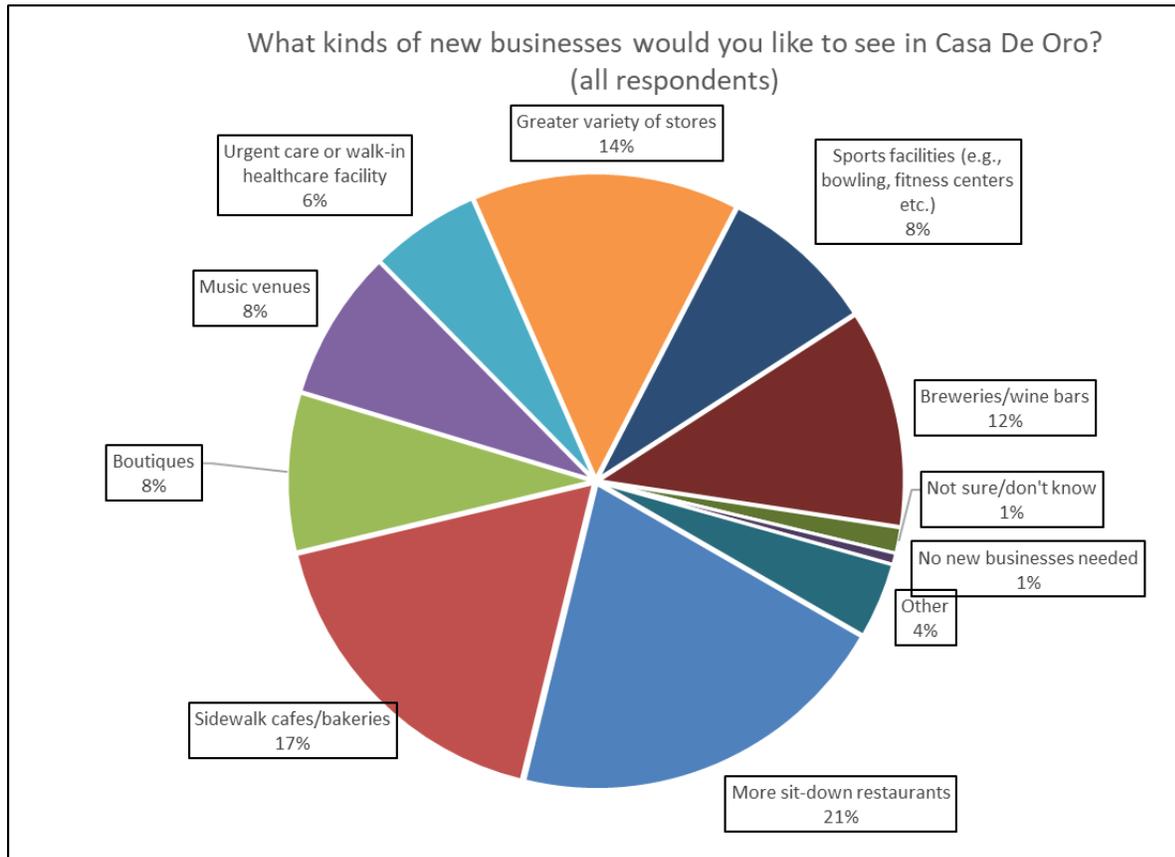
* Respondents who answered “never” to question 2 were removed from this analysis.

How do you feel In Casa De Oro during the following activities?
(excluding Never respondents)



Question 6 - What kinds of new businesses would you like to see in Casa de Oro? Sit down restaurants; sidewalk cafes/bakeries; boutiques; music venues; urgent care/healthcare facility; greater variety of stores; sports facilities; breweries/wine bars; no new businesses needed; or don't know.

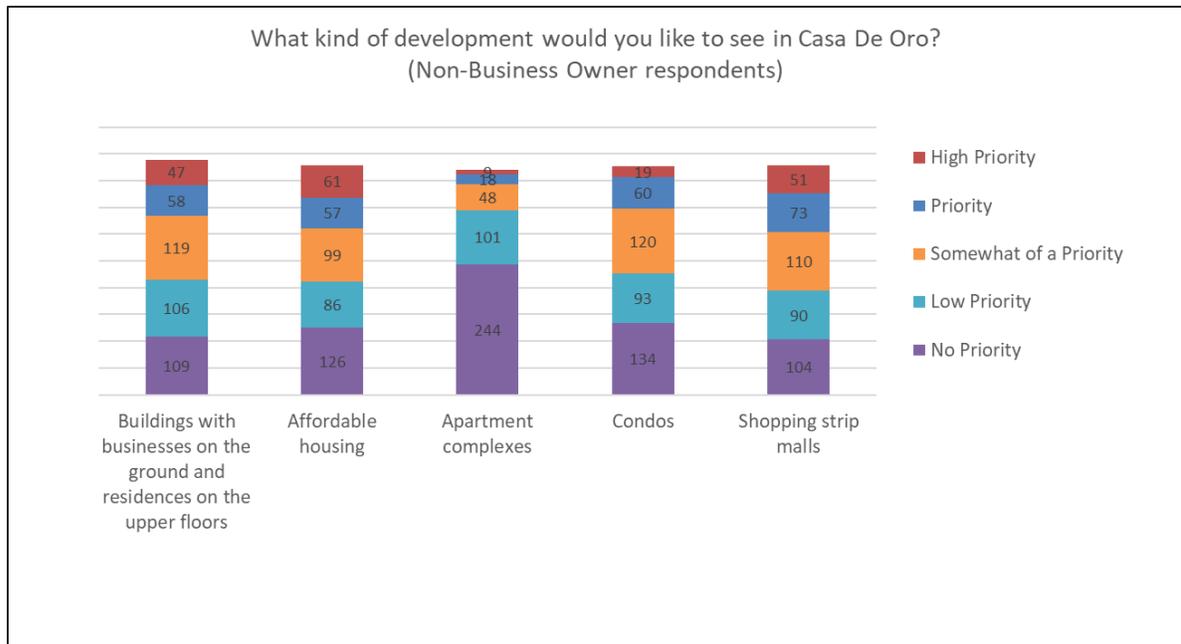
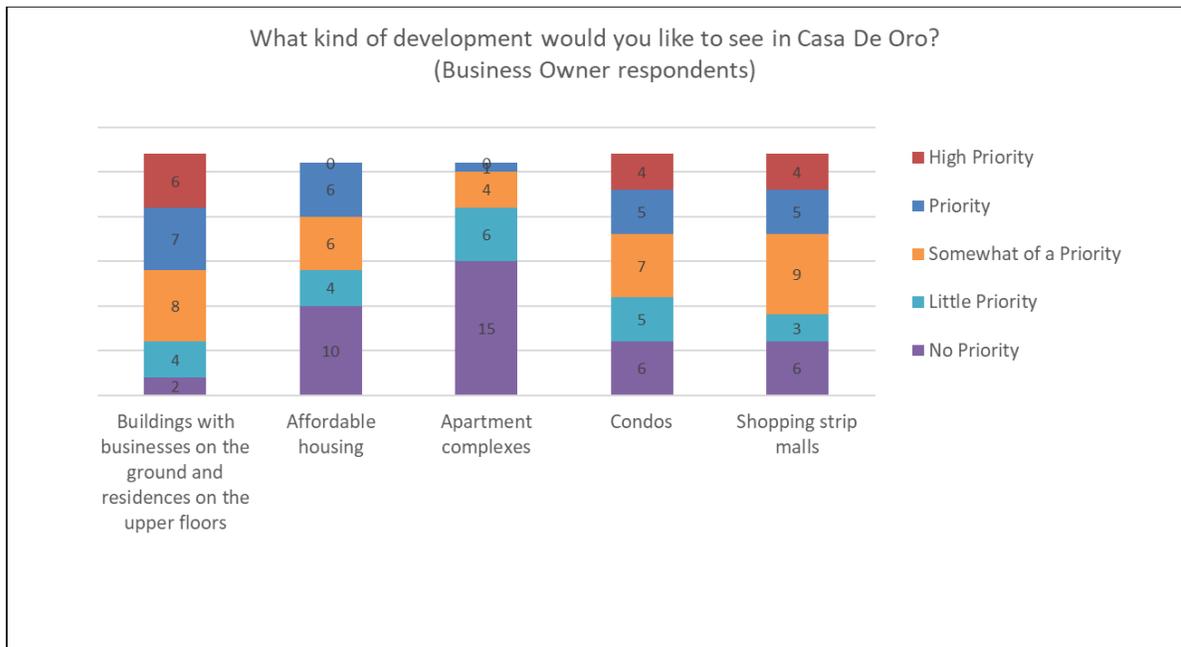
The top three responses were more sit down restaurants (21%), sidewalk cafes and bakeries (17%) and a greater variety of stores (14%).



Question 7 – Rank your priority for development you would like to see in Casa de Oro. Buildings with businesses on the ground and residences on the upper floors; affordable housing; apartment complexes; condos; shopping strip malls. The first graph represents Casa de Oro business owners. The second graph represents non-business owners.

The top three priorities for new development in Casa de Oro as suggested by BUSINESS OWNERS were buildings with businesses on the ground and residences on the upper floors, condos; and shopping strip malls.

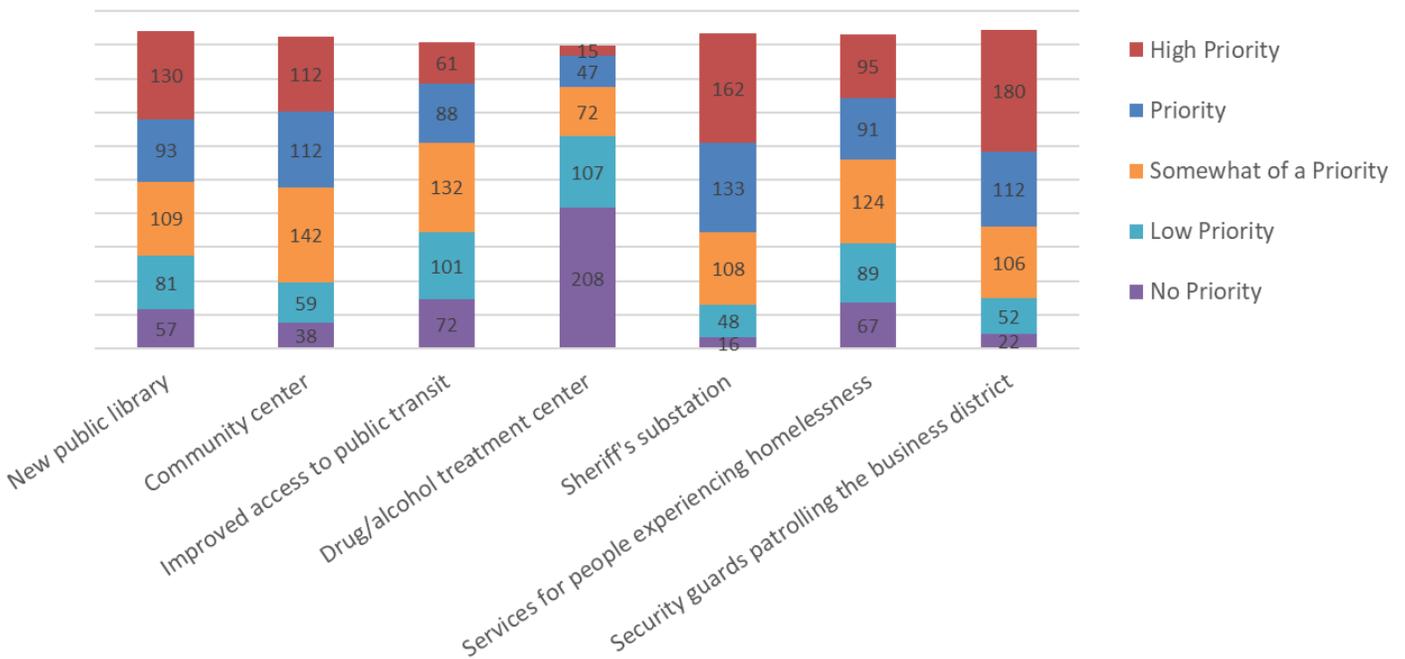
The top three priorities for new development in Casa de Oro as suggested by NON-BUSINESS OWNERS were affordable housing; shopping strip malls; and buildings with businesses on the ground and residences on the upper floors.



Question 8 – Rank your priority for public service improvements you would like to see in Casa de Oro. New public library; community center; improved access to public transit; drug/alcohol treatment center; sheriff’s substation; services for people experiencing homelessness; security guards patrolling the business district.

The top three priorities for public service improvements were security guards patrolling the business district; sheriff’s substation; a new public library.

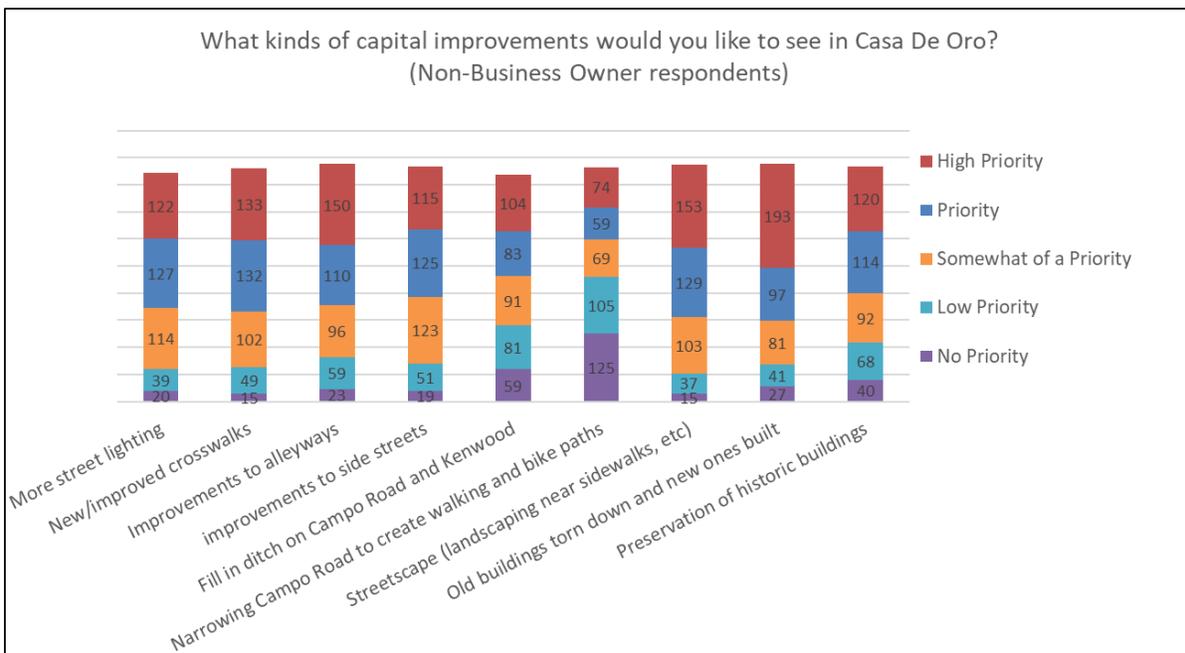
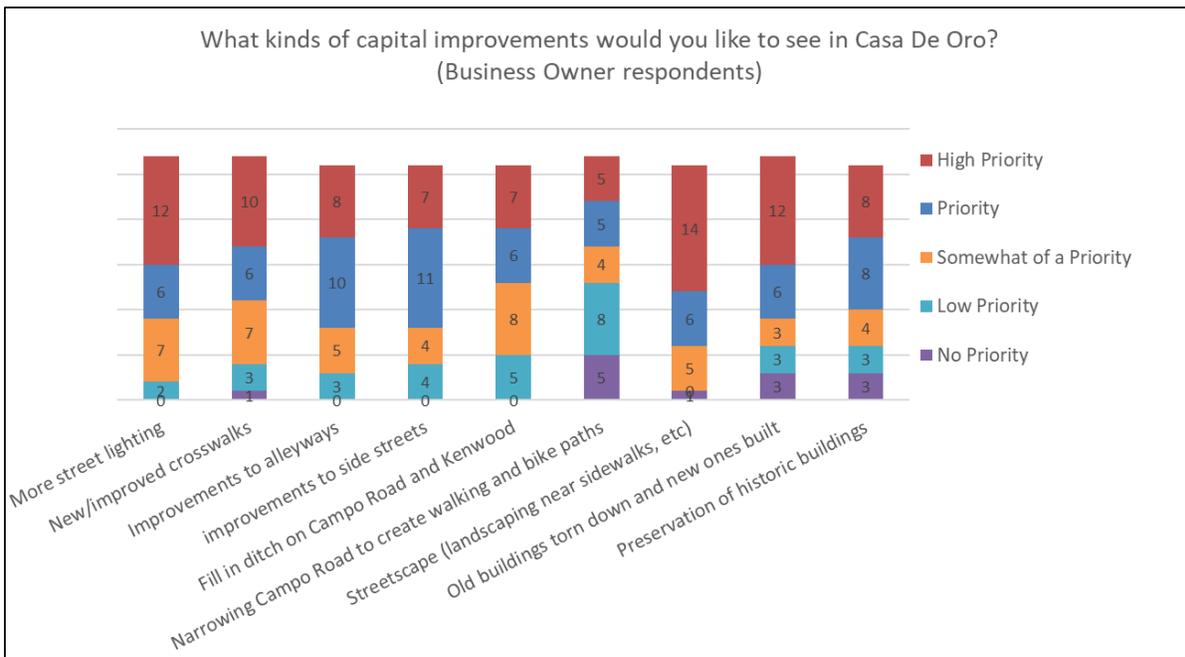
What kinds of public service improvements would you like to see in Casa De Oro?
(all respondents)



Question 9 – Rank your priority for capital improvement projects you would like to see in Casa de Oro. More street lighting; new/improved crosswalks; improvements to alleyways; fill in ditch on Campo Road and Kenwood Drive; narrow Campo Road to create walking and bike paths; streetscape; old buildings torn down and new ones built; preservation of historic buildings. The first graph represents business owners in Casa de Oro. The second graph represents non-business owners.

The top three priorities as suggested by BUSINESS OWNERS were streetscape; more street lighting; and old buildings torn down and new ones built.

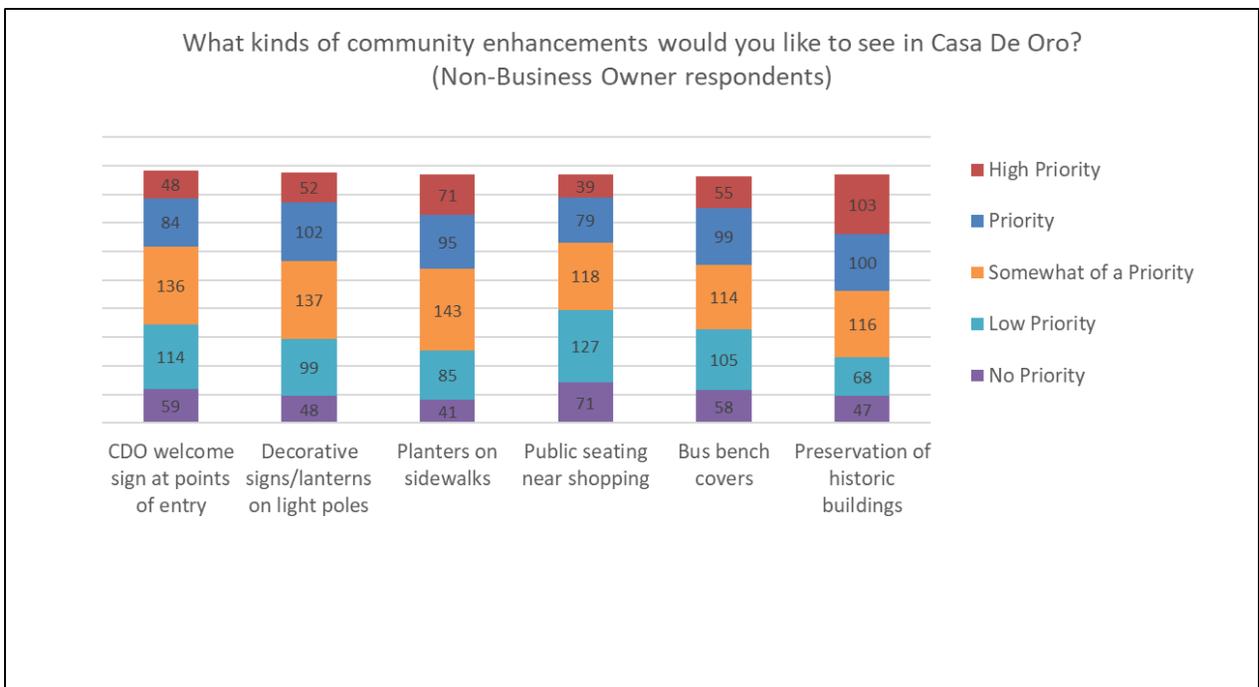
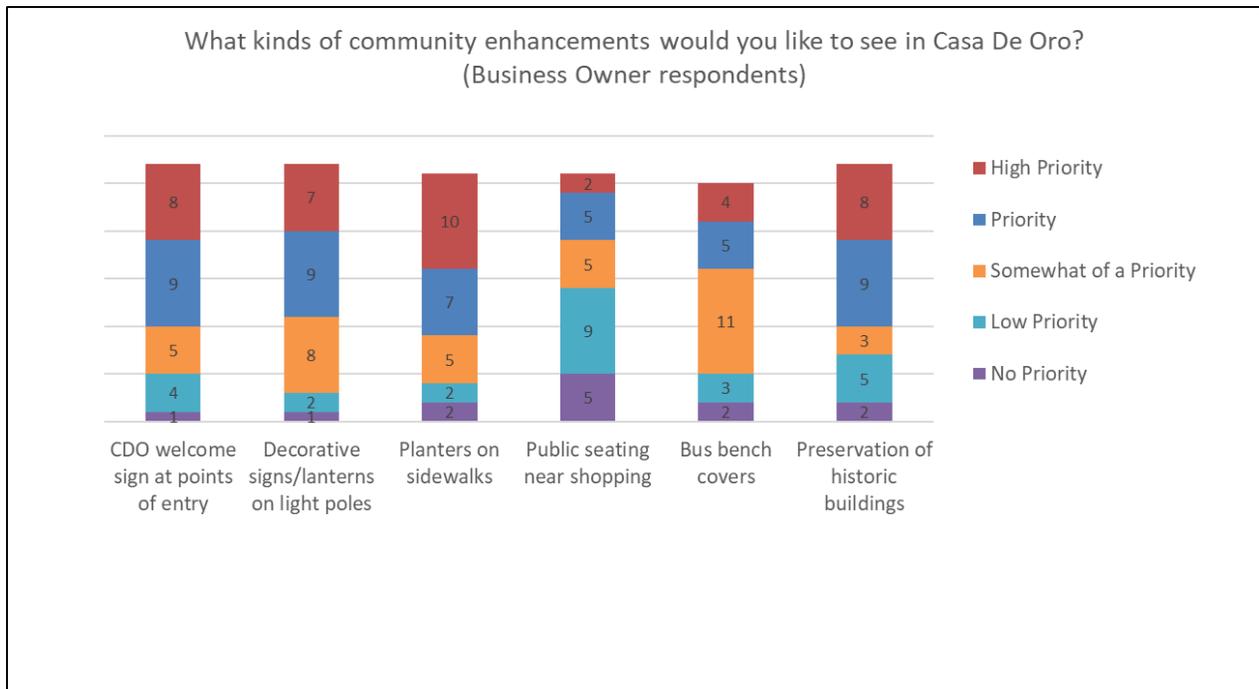
The top three priorities as suggested by NON-BUSINESS OWNERS were old buildings torn down and new ones built; streetscape; and new/improved crosswalks.



Question 10 – Rank your priority for community enhancements in Casa de Oro. Casa de Oro welcome sign; decorative signs, lanterns or light poles; planters on sidewalks; public seating near shopping; bus bench covers; preservation of historic buildings. The first graph represents business owners in Casa de Oro. The second graph represents non-business owners.

The top three priorities as suggested by BUSINESS OWNERS were planters on sidewalks; preservation of historic buildings; and decorative signs/lanterns on light poles.

The top three priorities as suggested by NON-BUSINESS OWNERS were preservation of historic buildings, planters on sidewalks and decorative signs/lanterns on light poles.

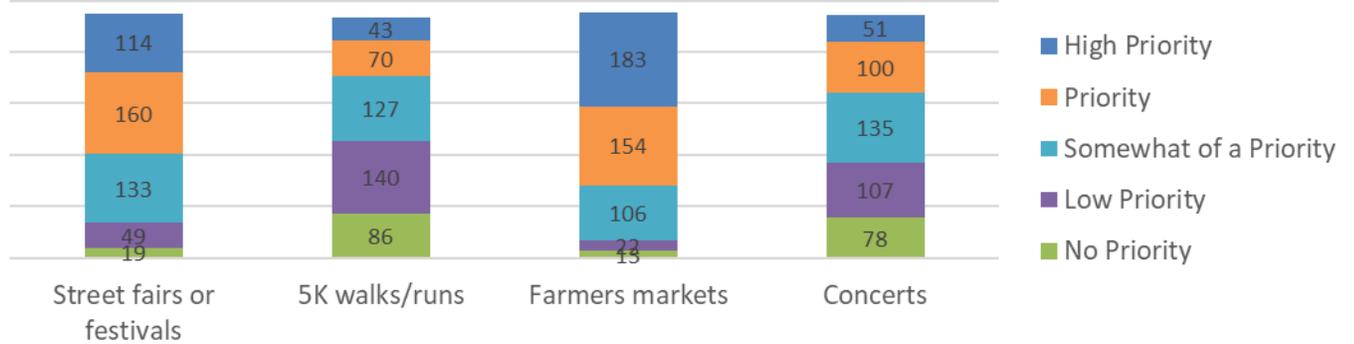


Question 11 – Rank your priority for community and cultural events in Casa de Oro. Street fairs or festivals; 5K walks/runs; farmers markets and concerts.

The top three priorities were farmers markets; street fairs or festivals; and concerts.

What kinds of community/cultural events would you like to see in Casa De Oro?

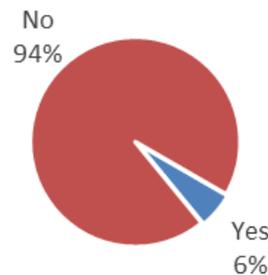
(all respondents)



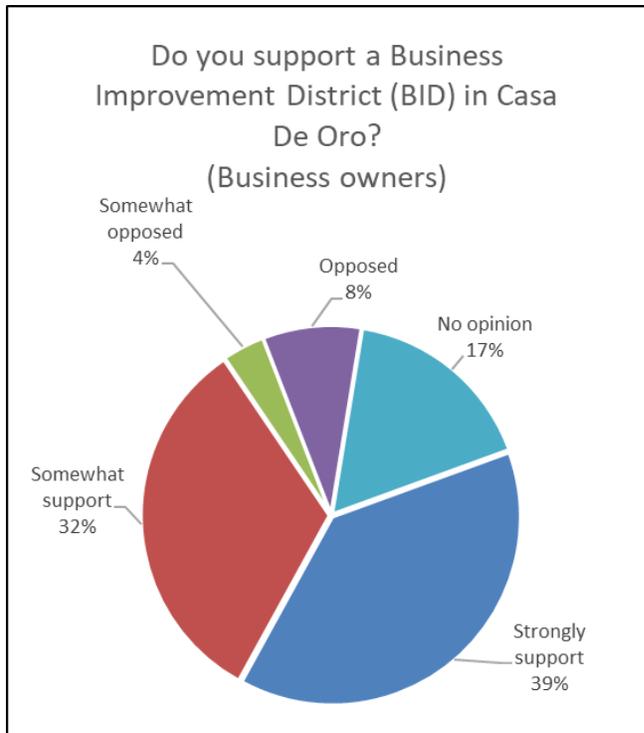
Question 12 – 6% of those who took the survey owned a business in Casa de Oro.

Do you own a business in Casa De Oro?

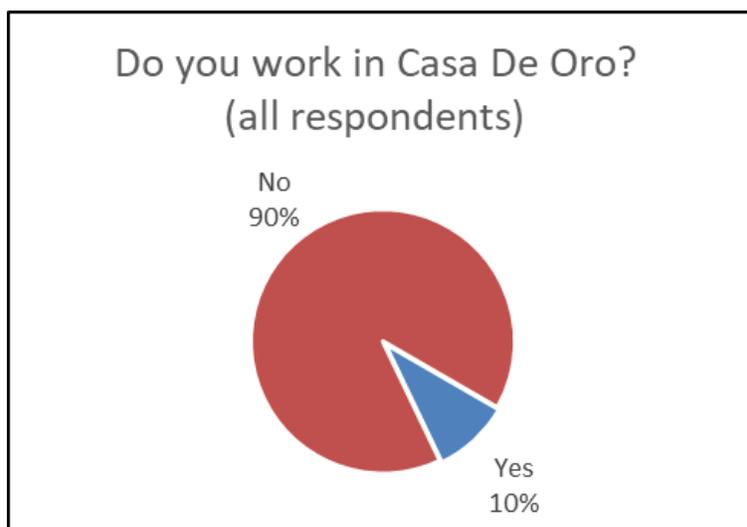
(all respondents)



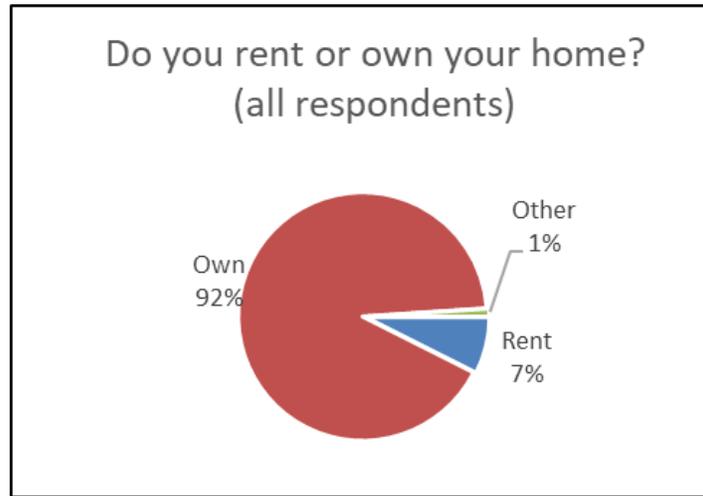
Question 13 – Respondents who were business owners were asked if they supported a Business Improvement District (BID) in Casa de Oro. Over 71% of business owners said they would “strongly support” or “somewhat support” a Business Improvement District in Casa de Oro.



Question 14 – 90% of those took the survey worked outside of the Casa de Oro area.



Question 15 – 92% of the respondents said they own a home in Casa de Oro.



Question 16 – 43% of Casa de Oro residents have children in their home.

