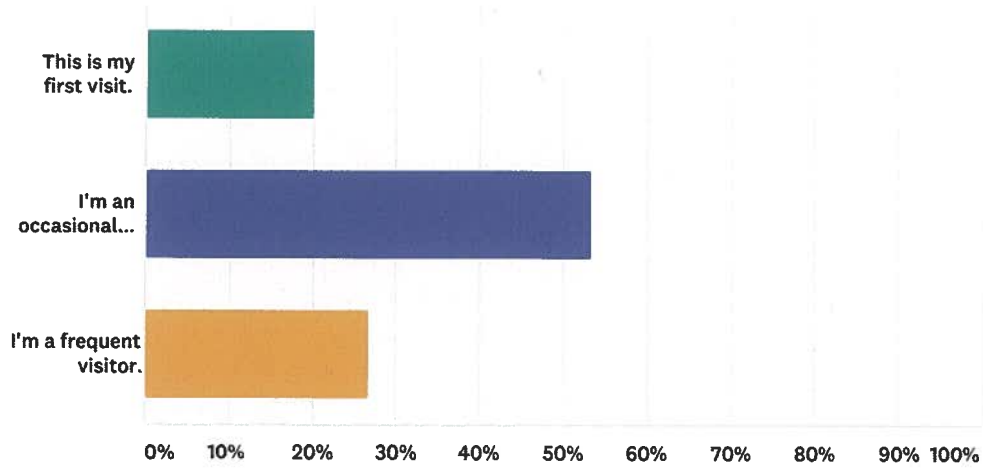


Visitor Survey 1

Q1 How often do you visit the City's coastal area?

Answered: 445 Skipped: 2



ANSWER CHOICES	RESPONSES	
This is my first visit.	20.00%	89
I'm an occasional visitor.	53.26%	237
I'm a frequent visitor.	26.74%	119
TOTAL		445

Visitor Survey 1

Q2 What brings you to the City's coastal area? Identify at least two attractions you are likely to experience while you're here (e.g., beach/ocean, pier, harbor, parks/trails/natural habitat, restaurants, cultural venues, community events, shops).

Answered: 441 Skipped: 6

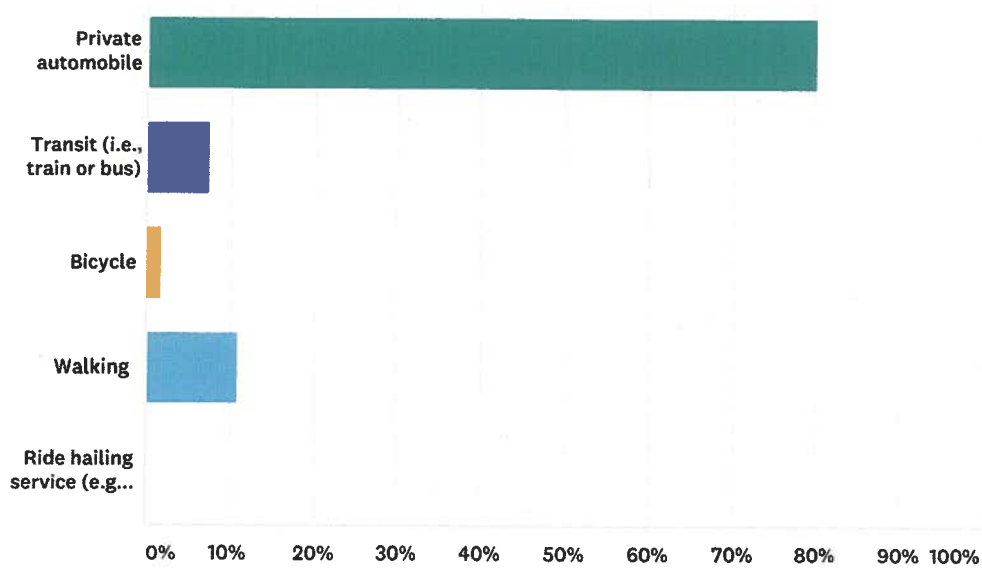
Responses to this question have been consolidated in the

Summary of Narrative Responses to Visitor Survey 1

Visitor Survey 1

Q3 How do you typically access the City's coastal area?

Answered: 443 Skipped: 4

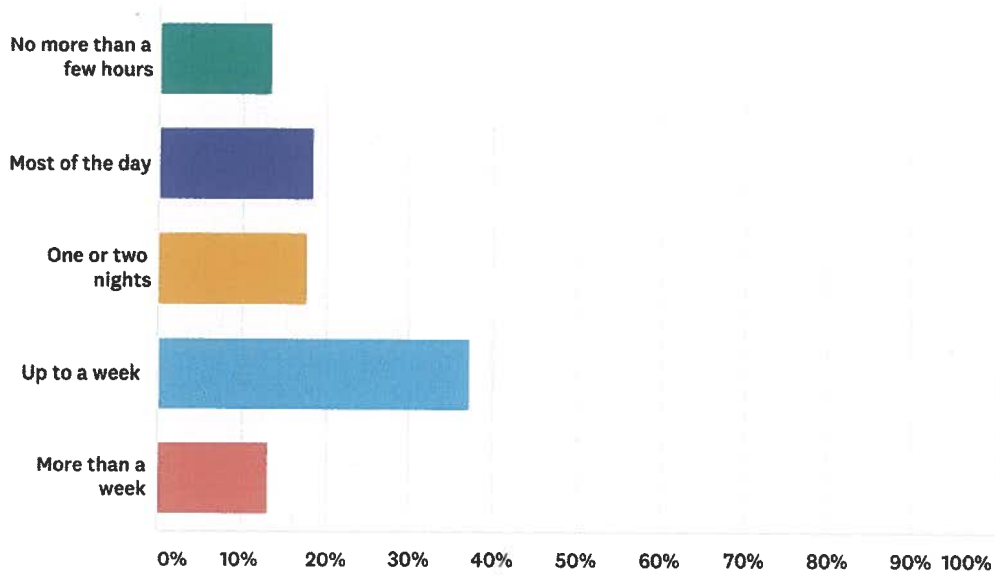


ANSWER CHOICES	RESPONSES	
Private automobile	80.14%	355
Transit (i.e., train or bus)	7.22%	32
Bicycle	1.58%	7
Walking	10.84%	48
Ride hailing service (e.g., Uber, Lyft)	0.23%	1
TOTAL		443

Visitor Survey 1

Q4 Indicate your typical length of stay in the City's coastal area.

Answered: 443 Skipped: 4

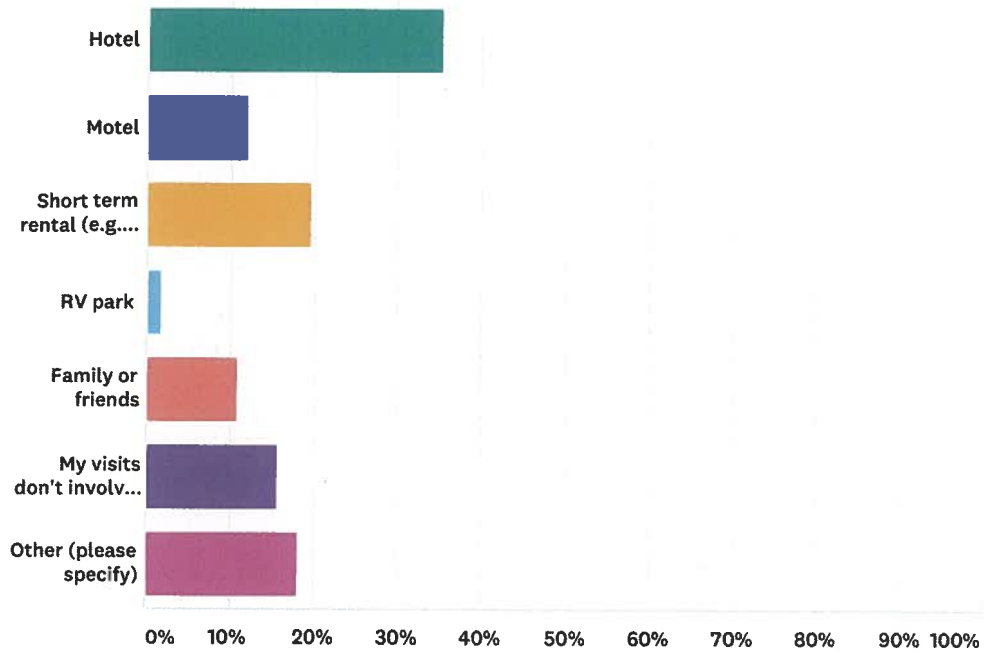


ANSWER CHOICES	RESPONSES	
No more than a few hours	13.32%	59
Most of the day	18.51%	82
One or two nights	17.83%	79
Up to a week	37.25%	165
More than a week	13.09%	58
TOTAL		443

Visitor Survey 1

Q5 If your typical visit involves overnight stay, what type of overnight accommodations do you usually choose?

Answered: 439 Skipped: 8

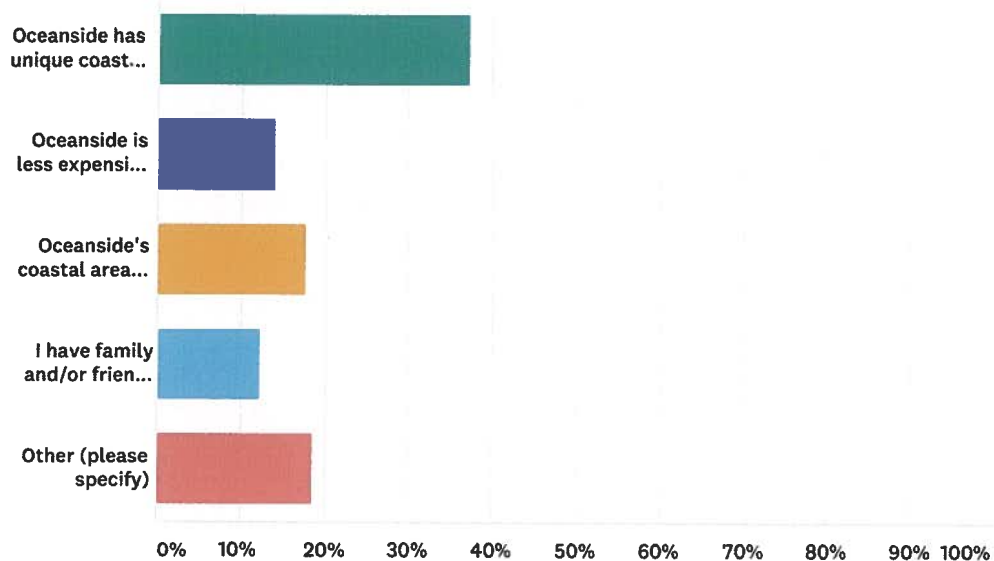


ANSWER CHOICES	RESPONSES	
Hotel	35.31%	155
Motel	11.85%	52
Short term rental (e.g., AirBNB, VRBO, FlipKey)	19.59%	86
RV park	1.59%	7
Family or friends	10.93%	48
My visits don't involve overnight stay.	15.72%	69
Other (please specify)	18.22%	80
Total Respondents: 439		

Visitor Survey 1

Q6 Why do you choose to visit Oceanside rather than another coastal city in the region?

Answered: 444 Skipped: 3



ANSWER CHOICES	RESPONSES	
Oceanside has unique coastal assets (e.g., pier, harbor).	37.16%	165
Oceanside is less expensive than other coastal cities in the region.	13.96%	62
Oceanside's coastal areas are relatively easy to access.	17.79%	79
I have family and/or friends in Oceanside.	12.39%	55
Other (please specify)	18.69%	83
TOTAL		444

Visitor Survey 1

Q7 What would improve your visitor experience in the City's coastal area?

Answered: 404 Skipped: 43

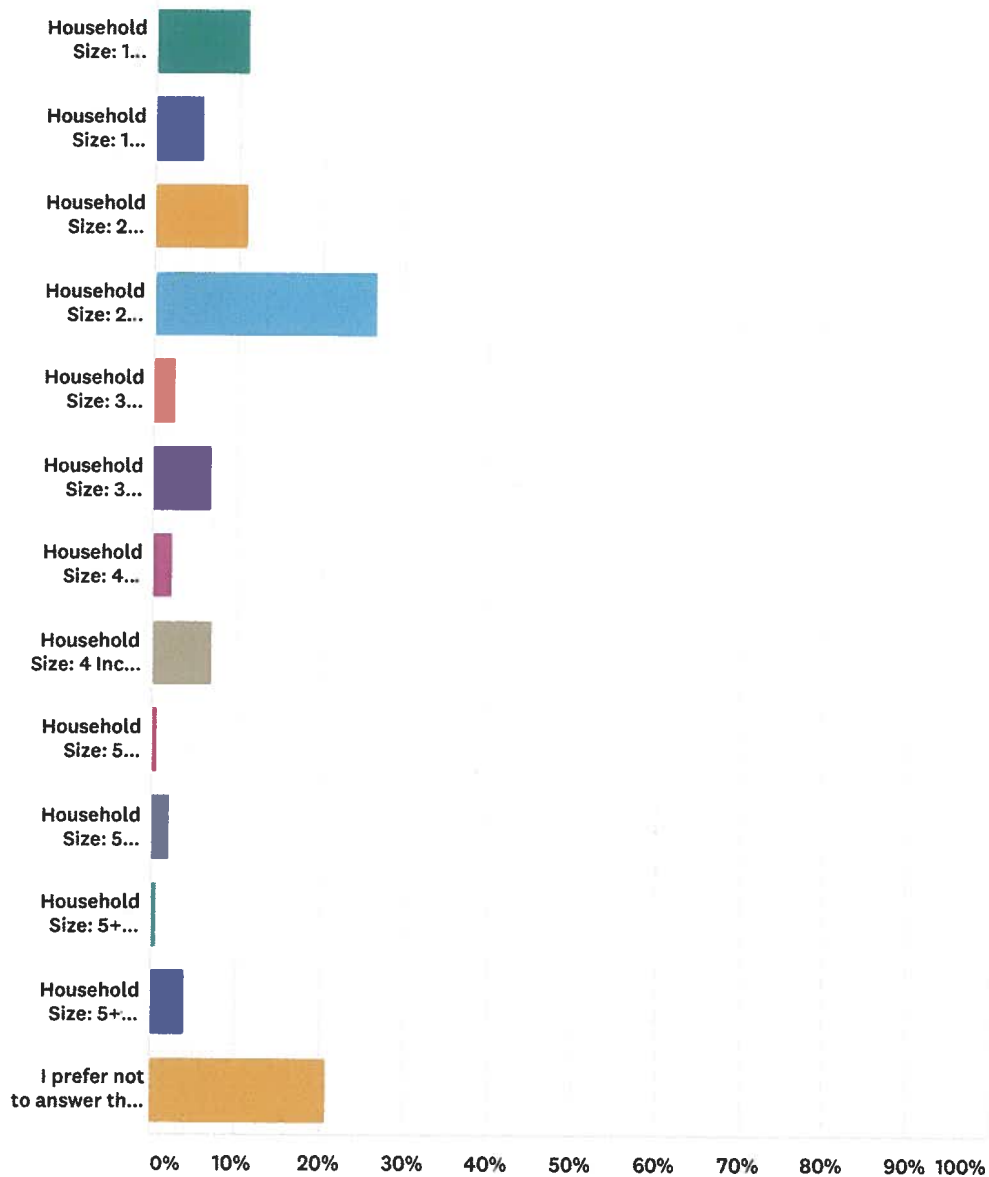
Responses to this question have been consolidated in the

Summary of Narrative Responses to Visitor Survey 1

Visitor Survey 1

Q8 Only if you are comfortable doing so, please indicate the number of persons in your household and whether your household income falls above or below the associated income level (i.e., area median income for San Diego County).

Answered: 438 Skipped: 9



ANSWER CHOICES	RESPONSES	
Household Size: 1 Income below \$55,500	11.19%	49
Household Size: 1 Income above \$55,500	5.71%	25
Household Size: 2 Income below \$63,450	11.19%	49

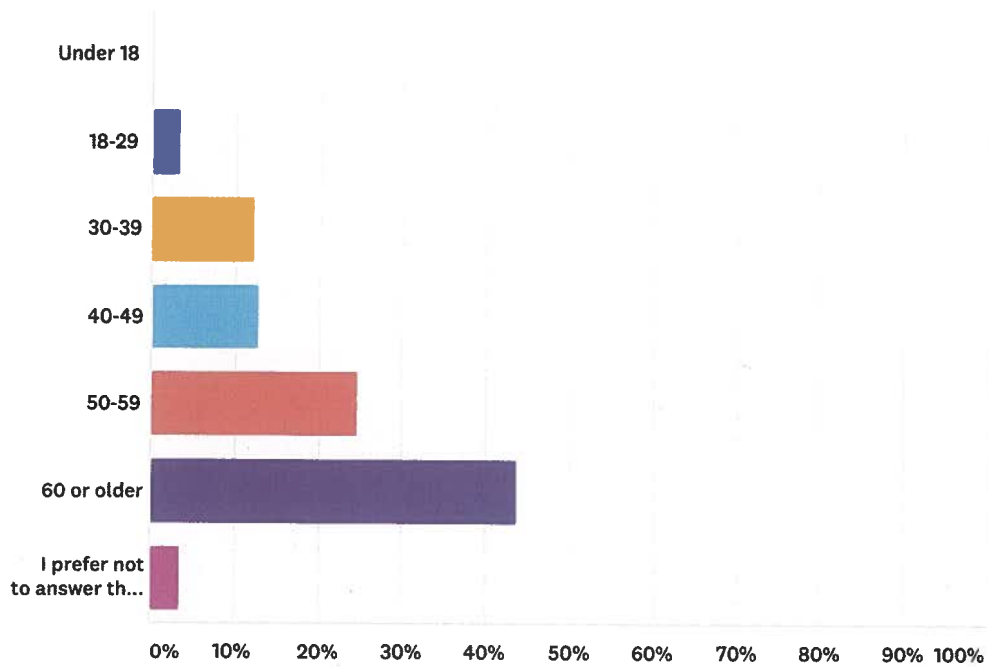
Visitor Survey 1

Household Size: 2 Income above \$63,450	26.48%	116
Household Size: 3 Income below \$71,350	2.51%	11
Household Size: 3 Income above \$71,350	6.85%	30
Household Size: 4 Income below \$79,300	2.28%	10
Household Size: 4 Income above \$79,300	7.08%	31
Household Size: 5 Income below \$85,650	0.68%	3
Household Size: 5 Income above \$85,650	2.05%	9
Household Size: 5+ Income below \$92,000	0.68%	3
Household Size: 5+ Income above \$92,000	3.88%	17
I prefer not to answer this question.	21.00%	92
Total Respondents: 438		

Visitor Survey 1

Q9 Only if you are comfortable doing so, please indicate your age.

Answered: 442 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-29	3.17%	14
30-39	12.22%	54
40-49	12.67%	56
50-59	24.66%	109
60 or older	43.67%	193
I prefer not to answer this question.	3.62%	16
Total Respondents: 442		



Summary of Narrative Responses to Visitor Survey 1

When asked to identify the attractions that draw them to the City's coastal area, the vast majority of survey respondents cited the beach, the pier, and the harbor. Many respondents cited the area's restaurants, cultural venues (e.g., the art and surf museums), and shopping venues as features that draw them to the coastal area. Others mentioned public events (e.g. the farmers and sunset markets, Harbor Days), habitat areas, and access to regional attractions (e.g., Legoland, Sea World) as reasons why they choose to visit and stay in Oceanside.

When asked to consider how the City's coastal area could be further improved, respondents offered the following suggestions:

- Provide more public parking in proximity to the beach and pier (16%)
- Encourage more restaurants and shopping venues, including affordable dining options (11%)
- Address the prevalence of homelessness (6%)
- Sponsor more public events and encourage more cultural venues (5%)
- Encourage more affordable lodging options (4%)
- Expand active transportation facilities (4%)
- Expand transit options (3.5%)
- Restore and preserve the beach (3%)
- Improve the area's overall cleanliness and visual quality (3%)
- Reduce traffic congestion (2.5%)
- Limit the intensity and profile of new development (2%)
- Improve wayfinding and public information (1.5%)
- Enhance public amenities (e.g., restrooms) (1%)
- Improve coastal access (1%)
- Enhance coastal views (1%)
- Address noise impacts associated with the railroad and late night activities (1%)

While most respondents indicated that the coastal area can be further improved, nearly 28 percent of respondents expressed satisfaction with current conditions and offered positive comments on the coastal area's aesthetic resources, recreational opportunities, and visitor services.

Some of the comments regarding a lack of public parking may be the result of current construction in the downtown area, which is temporarily impacting parking supply. As



City of Oceanside
Local Coastal Program Update



construction is completed, new public parking facilities become available, and wayfinding elements are installed, visitors should find it easier to access public parking. Moreover, as transit service improves and the coastal area becomes more walkable and bike-friendly, demand for public parking should diminish. The City is currently preparing a parking study of the downtown area, which will inform new strategies for meeting parking demand in the coastal area.

Responses indicate that while most visitors do not encounter significant physical impediments to coastal access in Oceanside, a significant number find the cost of lodging, parking, and commercial services to be burdensome. However, Oceanside remains one of the most affordable coastal destinations in southern California.