

2021 Westshore Resident and Worker Study

Conducted on Behalf of the Westshore Alliance by HCP Associates



Introduction & Methodology

Count of Survey Respondents per Year

	2017	2019	2021
Workers	769	468	422
Residents	388	327	327

- In 2017, The Westshore Alliance and HCP created the Resident and Worker Study to measure the sentiments and needs of these two very different but very essential constituents who engage with the Westshore District on a near-daily basis.
- Each iteration, benchmark questions remain the same but new questions are asked to test upcoming developments and changes within Westshore.
- The study takes the form of an online survey distributed to both groups across the Westshore District. A multi-channel distribution plan, including postcard mailers, phone calls to employers, email blasts, handout cards with QR codes, Facebook posts and ads, in-person canvassing, and NextDoor posts was employed to reach as many area residents and workers as possible.
- Data collection occurred between 10/28/2021 – 01/24/2022; filtering questions require participants to affirm their location in the Westshore District

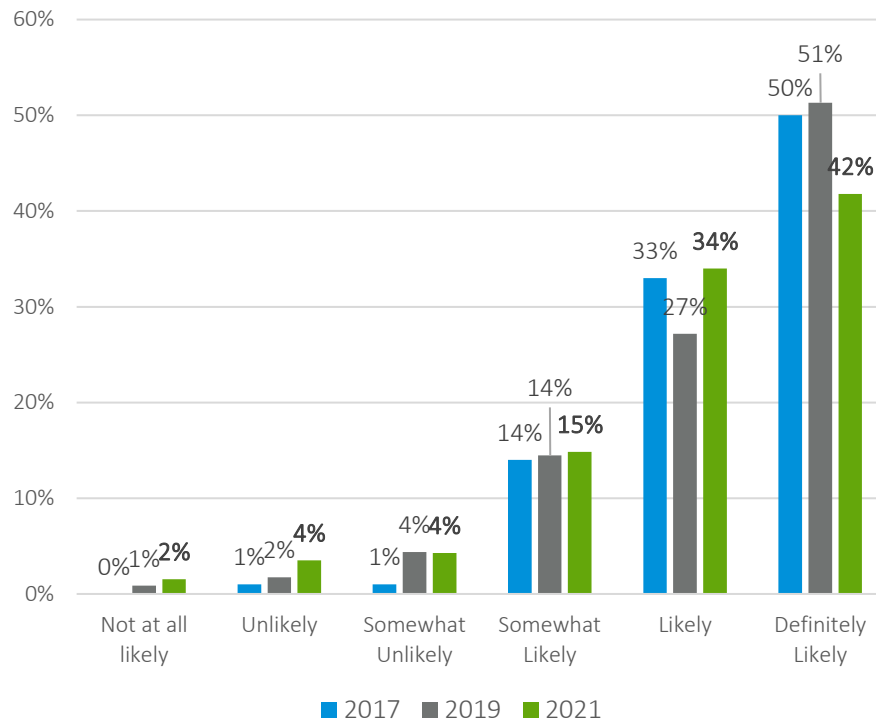
		Worker	Resident
Gender	Male	45%	52%
	Female	55%	47%
		Worker	Resident
Age	Under 25	8%	5%
	25 to 34	21%	23%
	35 to 44	23%	30%
	45 to 54	20%	16%
	55 to 64	22%	15%
	65 or older	6%	11%
		Worker	Resident
Income	Under \$25,000	2%	3%
	\$25,000 to \$49,999	18%	11%
	\$50,000 to \$99,999	35%	38%
	\$100,000 to \$149,999	18%	24%
	\$150,000 to \$199,999	13%	11%
	\$200,000 to \$249,999	8%	4%
	\$250,000 or more	5%	9%
		Worker	Resident
Education	College degree	46%	41%
	High school graduate or equivalent	4%	5%
	Post-graduate studies or higher	33%	32%
	Some college	13%	14%
	Technical/vocational training	4%	7%
		Worker	Resident
Race /Ethnicity	American Indian or Alaska Native	0%	2%
	Asian or Asian American	4%	6%
	Black or African American	5%	7%
	Hispanic or Latino	13%	12%
	Other (please specify)	3%	3%
	White or Caucasian	74%	70%
		Worker	Resident
Children at Home	No	67%	64%
	Yes	33%	36%
		Worker	Resident
Tenure as Worker / Resident	Less than one year	19%	17%
	1-2 years	18%	22%
	3-5 years	22%	21%
	6+ years	41%	40%

Sample Demographics

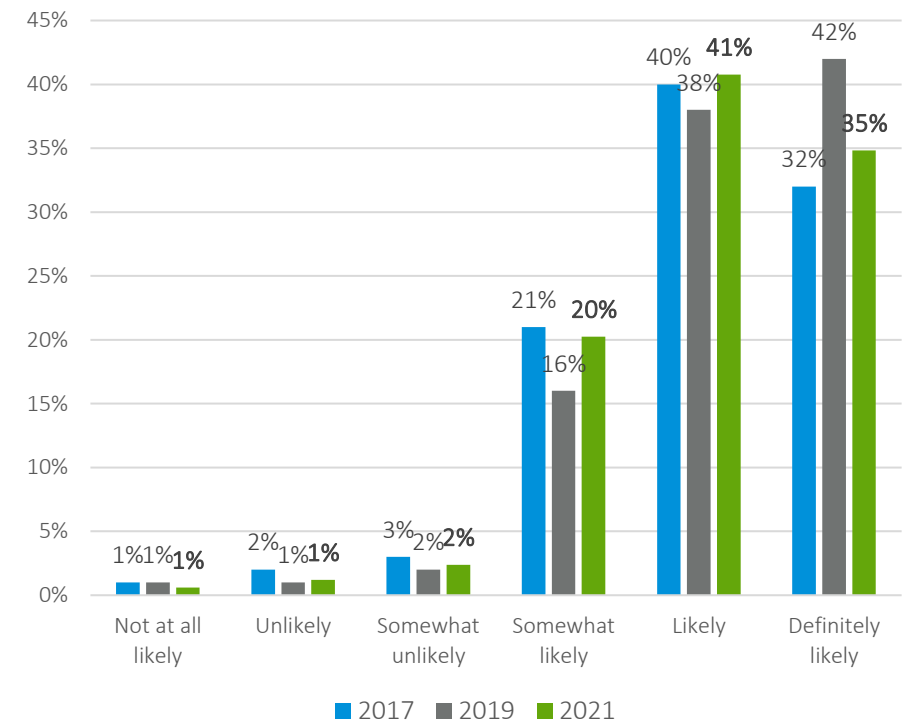
Recommending Westshore

- Recommendation levels remain high for both groups, with large majorities recommending Westshore
- Both groups show reduced enthusiasm of their recommendations, shifting from “definitely likely” to “likely”

Residents: How likely are you to recommend the Westshore District to others in your peer group as a place to work?



Workers: How likely are you to recommend the Westshore District to others in your peer group as a place to work?



Putting Down Roots in Westshore

RESIDENTS



76% of Westshore Residents live in multi-family dwellings



50% of Westshore Residents rent their current dwelling



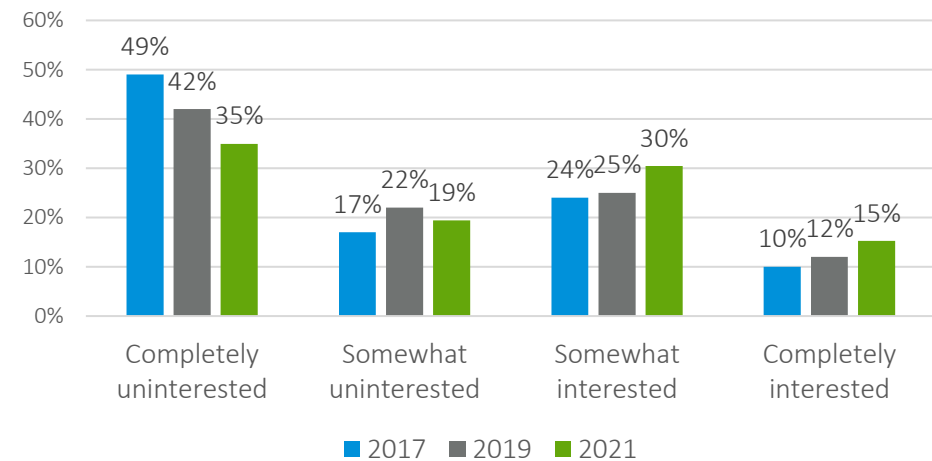
78% of renting residents would prefer to be homeowners

WORKERS



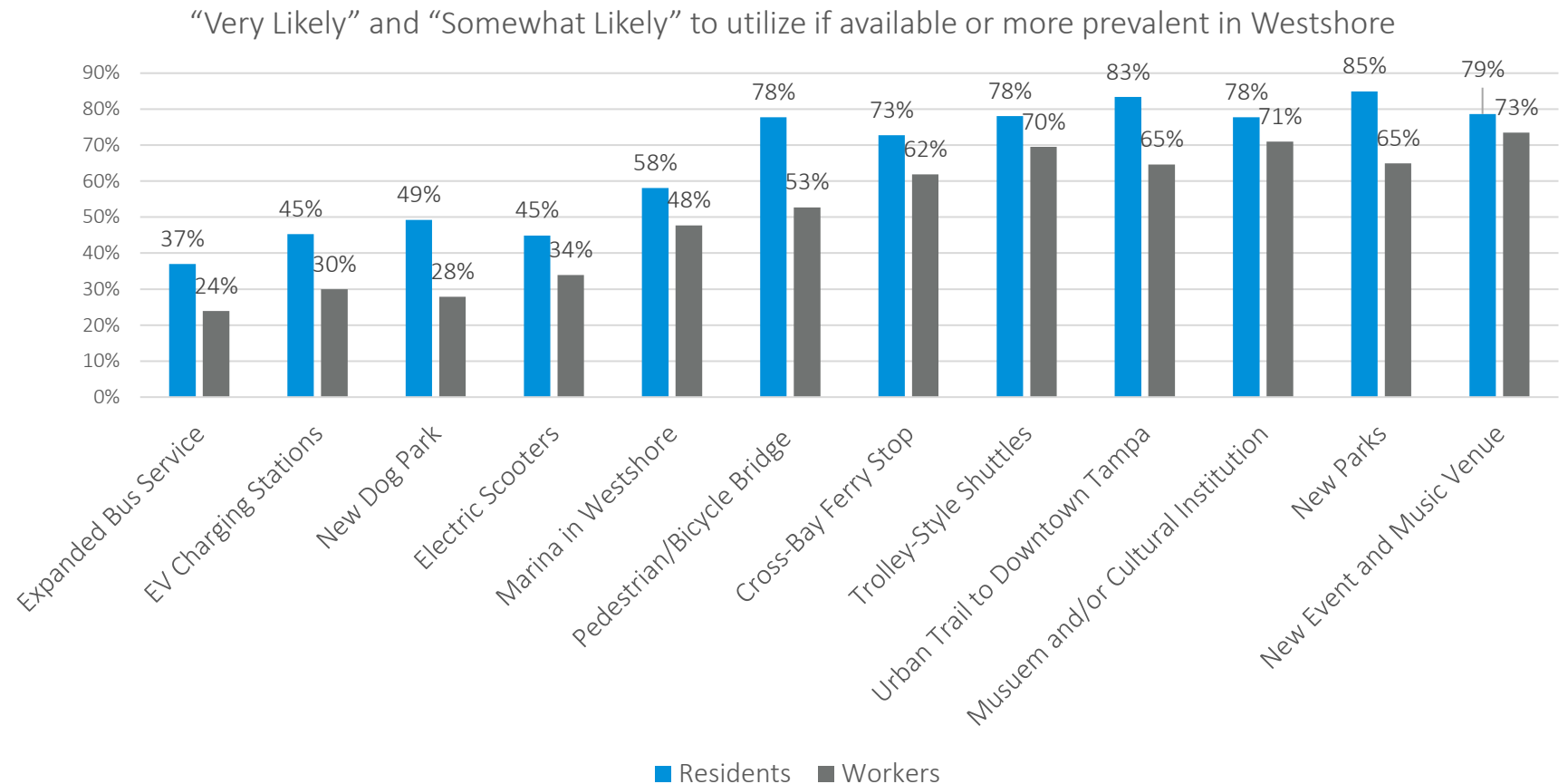
45% of Westshore Workers are interested in relocating to the district

Please note how interested you are in living in the Westshore District within the next five years.



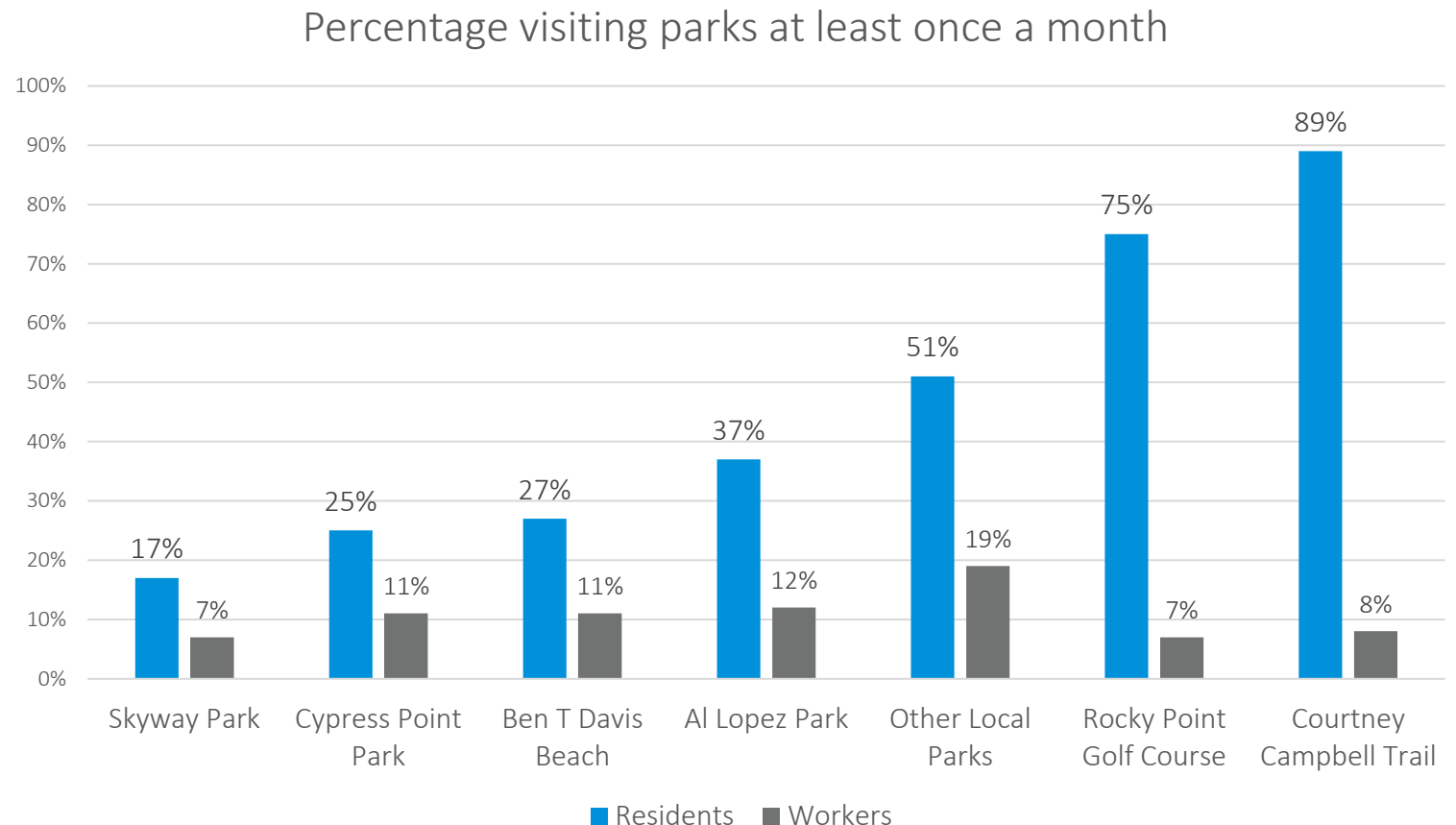
Testing New Ideas for the District

- Residents and workers alike are interested in more places to spend time
- There is also strong interest in separated bicyclist and pedestrian trails and bridges among Residents
- Chart is sorted from lowest combined interest to highest



Greenspaces

- This is the first iteration in which specific district parks were tested
- There is strong Resident engagement with many parks; more than 89% of residents say that they utilize the Courtney Campbell Trail at least once per month
- Worker utilization of parks is low; responses to other questions suggest that currently they are not feasible to visit on a lunch break
- Chart is sorted from lowest combined interest to highest



Expectations for Westshore

- This study tests 20 different community characteristics to see residents' and workers' needs
- Greenspaces remain top-of-mind for Westshore Residents
- Both groups place high priority on traffic flow and walkability
- For the first time in the study's history, housing affordability is a top five issue for Westshore Residents

	Resident Expectation Gaps (Top 5)		
	2017	2019	2021
1	Traffic Flow in and out of the District	Greenspaces	Greenspaces
2	Pedestrian/Bicycle Trails	Traffic Flow in and Out of the District	Traffic Flow in and out of the District
3	Traffic Circulation within District	Pedestrian/Bicycle trails	Traffic Circulation with the District
4	Greenspaces	Traffic Circulation within the District	Pedestrian/Bicycle Trails
5	Walkability	Walkability	Affordable Housing Options

	Worker Expectation Gaps (Top 5)		
	2017	2019	2021
1	Traffic flow in and out of District	Traffic Flow in and out of District	Traffic Flow in and out of District
2	Traffic circulation within District	Traffic Circulation within District	Traffic Circulation within District
3	Walkability	Walkability	Strong Sense of personal safety
4	Greenspaces	Greenspaces	Greenspaces
5	Strong Sense of personal safety	Strong Sense of personal safety	Walkability

Preparing for Westshore's Future



45% of residents and **30%** of workers are interested in better and more EV charging station access



Westshore Residents' grocery needs have been met: residents are **half as likely** to cite leaving the district for groceries than in 2019



Currently, there is a roughly **three-way split** between fully on-site work, hybrid work, and fully remote work

80% of Westshore's workers expect to be working remote "in some capacity" in one year's time



Westshore Workers crave more dining options, especially **fast options** that work with their lunch breaks

**This summary was created by HCP Associates on
behalf of the Westshore Alliance.**

If you have any questions regarding the study, feel free to contact us at **813-318-0565** or submit your question through our contact form at www.hcpassociates.com/contact.

