SURVEY
305 people filled surveys

Gender:
- Female: 52%
- Male: 48%

Age:
- 18-34: 7%
- 35-54: 27%
- 55+: 66%

Profile:
- Resident: 78%
- Work in La Quinta: 11%
- Merchant: 3%
- Other: 8%
What would make you visit the Highway 111 Corridor more?

- Interesting retail experiences: 67%
- More restaurants: 57%
- Unique retail & dining options: 67%
- Events & festivals: 39%
- More large retail stores: 14%
- More people working there: 5%
- More people living there: 11%
- Parks & open spaces: 49%
What kind of business activity would you prefer to be along the Highway 111 Corridor Area?

- Establishments that can employ local residents: 39.26%
- Established national retail chains: 22.15%
- Local businesses: 33.89%
- National and headquarter offices: 4.70%
Quality of development along Highway 111 over the past years

- **Retail**: 28% Great, 14% Fair, 7% Poor
- **Office**: 54% Great, 39% Fair, 10% Poor
- **Residential**: 53% Great, 37% Fair, 10% Poor
- **Public Facilities**: 54% Great, 41% Fair, 5% Poor
Create a mixed-use & walkable place that offers a delightful environment, attractive spaces, & a wide range of products.
Over the next 20 years, La Quinta should ....

Direct new growth to the Highway 111 Corridor

Enhance the appearance of the Highway 111 Corridor

Convert underutilized parking areas to allow infill mixed-use development

Make great places

Promote a range of housing opportunities & choices
Priority to work on & invest in for the future of Highway 111 Corridor

- **Fiscal Health**: 76% High Priority, 22% Medium Priority, 2% Low Priority
- **Overall feeling of safety**: 84% High Priority, 14% Medium Priority, 1% Low Priority
- **Sense of Place**: 55% High Priority, 39% Medium Priority, 6% Low Priority
- **Parks**: 41% High Priority, 43% Medium Priority, 15% Low Priority
- **Recreational Programs**: 32% High Priority, 48% Medium Priority, 20% Low Priority
- **Sustainability**: 62% High Priority, 31% Medium Priority, 8% Low Priority
- **Entertainment & leisure**: 61% High Priority, 35% Medium Priority, 5% Low Priority
- **Image of Hwy 111 Corridor**: 74% High Priority, 23% Medium Priority, 3% Low Priority
<table>
<thead>
<tr>
<th>Mobility Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall ease of getting to places</td>
<td>13%</td>
<td>51%</td>
<td>31%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Ease of travel by car</td>
<td>20%</td>
<td>53%</td>
<td>21%</td>
<td>5%</td>
<td></td>
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<tr>
<td>Availability of sidewalks &amp; sidewalk conditions</td>
<td>8%</td>
<td>25%</td>
<td>31%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Ease of walking</td>
<td>5%</td>
<td>18%</td>
<td>29%</td>
<td>30%</td>
<td>18%</td>
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<tr>
<td>Availability of free public parking</td>
<td></td>
<td></td>
<td>7%</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Traffic flow on major streets</td>
<td>11%</td>
<td>44%</td>
<td>30%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Ease of public transport</td>
<td>2%</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
<td>50%</td>
</tr>
<tr>
<td>Ease of travel by bicycle</td>
<td>2%</td>
<td>11%</td>
<td>20%</td>
<td>24%</td>
<td>43%</td>
</tr>
</tbody>
</table>
How important do you find the following transportation improvements?

- **Building more bike lanes & paths**: 20% Most Important, 44% Somewhat Important, 33% Not Important, 2% Don't Know
- **Expanding and improving sidewalks**: 26% Most Important, 51% Somewhat Important, 17% Not Important, 5% Don't Know
- **Repairing & maintaining streets**: 74% Most Important, 24% Somewhat Important, 1% Not Important, 1% Don't Know
- **Synchronize traffic lights to reduce congestion**: 84% Most Important, 14% Somewhat Important, 2% Not Important, 1% Don't Know
- **Increasing transit frequency or reliability**: 27% Most Important, 39% Somewhat Important, 11% Not Important, 23% Don't Know
How important is it to have arts & culture offerings along Highway 111 Corridor?

- 29% Not important
- 22% Sort of important
- 49% Very important
Which community event offerings are most important to you?

- Gardens or nature centers: 44%
- Public art: 36%
- Arts/craft fairs: 35%
- Art education: 2%
- Art exhibits: 13%
- Farmer’s market: 59%
- Festivals & events: 57%
- Library programs: 14%
- Museum programs: 16%
- Historical tours: 17%
- Youth programs: 25%
- Senior Programs: 23%