City of Long Beach Wayfinding Signage Survey
Summary of Results - September 2016

Responses and respondent status for approximately 774 survey responses

Are you a commuter, resident, or tourist?		
Answer Options	Response Percent	Response Count
Commuter	6.3%	48
Resident	92.5%	704
Tourist	1.2%	9
answered question		**761**
skipped question		**13**

A) Describe the character of Long Beach in one word
- Diverse
- Inclusive
- Vibrant
- Progressive
- Creative
- Active
- Friendly
- Relaxed, laid back, casual

B) What makes the City of Long Beach unique
- Unique, diverse neighborhoods
- Small town feel
- Urban coastal downtown
- Waterfront and waveless beach
- Diverse activities & attractions
- Small town feel
- Diversity
- Bike friendly

C) Your primary mode of travel

Answer Options	Response Percent	Response Count
Walk	6.9%	39
Bicycle	2.7%	15
Car (Taxi, Uber)	87.6%	495
Bus	1.8%	10
Metro (Blue Line)	1.1%	6
Boat	0.0%	0
answered question		**565**
skipped question		**209**

D) The top three most helpful wayfinding tools?

- Web & mobile app directions
- Physical maps & guides
- City gateways & landmarks
- Signage to parking
- District ID signs
- Vehicular signage to destinations
- Pedestrian signage to destinations

Top three responses: 1) web apps and directions 2) signage to parking, and 3) a split between pedestrian directional signage and vehicular pedestrian signage. There were a handful of written responses for bicycle signage.

E) Primary destinations in Long Beach
- Downtown/Civic Center
- Belmont Shore
- Shoreline Village
- Beach/Waterfront
- The Pike
- East Village Arts District
- Bixby Knolls
- El Dorado Park

Downtown/Coastal Wayfinding - Do you visit Long Beach; Top 3 destinations
- Aquarium
- Beaches/Marine Stadium/Pier
- Queen Mary
- Naples
- Shoreline Village
- The Peninsula
- Beach bike path/trail
- Belmont Shore /2nd Street

Challenges to finding parking in Downtown/Coastal areas
- The cost
- Paying/feeding meters
- Parking lots too crowded
- Neighborhood restrictions
- Too few free spaces
- Street sweeping
- Parking is hard to find in the Pike
- Parking is not resident friendly
- Beach parking fills up when the weather is warm