2018 Perception Survey
Overview

• Methods

• Major Takeaways

• Response Categories
  – Residents
  – Public Space and Events
  – Retail Preferences
  – Transportation
Survey Methods

- Survey ran from early September thru November 15

- Responses collected: 1,309 (18% decrease from 2017)

- Outreach methods
  - Survey available online or in hard copy
  - BID newsletter and website
  - Tabling in office lobbies in the neighborhood
  - Facebook advertisements
  - One winner selected for $50 gift cards to neighborhood restaurants every week
Major Takeaways

- Attracting residents from around the region and beyond
  - 81% from DC metro area; 19% from outside

- Neighborhood and parks receive higher grades in cleanliness and safety for fourth consecutive year

- Strong demand remains for expanding food and beverage options
  - Sit-down, fast-casual restaurants and pharmacy/convenience stores are the top requested retail categories

- Connected, convenient location
  - 80% of residents, and nearly 60% of employees have commutes of less than 45 min
Residents
53% of respondents are moving to the Capitol Riverfront from within the District; 81% from within the region (DC/VA/MD)

Responses: 641 Residents
Nearly a quarter of residents moving from a previous DC Zip Code are moving from within Capitol Riverfront or Capitol Hill.

If you live in the Capitol Riverfront, what 5 digit ZIP code did you live in before your current address?

Responses: 345 Residents Moving Within DC
62% of respondents who live in the neighborhood live with a significant other; only 11% have children in the home.
Nearly one-third of residents who responded have dogs

Do you have pets?

Responses: 644 Residents

- Cats: 13% Yes, 87% No
- Dogs: 29% Yes, 71% No
- Other Pets: 2% Yes, 98% No
Over 83% of respondents view the neighborhood, Yards Park, and Canal Park as “clean” or “very clean”
Over 75% of respondents view the neighborhood, Yards Park, and Canal Park as “safe” or “very safe”
The most commonly attended events in the neighborhood

- **Friday Night Concerts in Yards Park**: 26%
- **MLB All Star Summer**: 20%
- **Farmers Market**: 14%
- **Other (please specify)**: 9%
- **Free Fitness Classes in Yards Park or Canal Park**: 8%
- **Beer Festivals**: 7%

In the last year, which events did you attend in the Capitol Riverfront?
Responses: 1,159 Total
Retail Preferences
Percentage of respondents who eat lunch or dinner at a restaurant at least once a week in the neighborhood

How often do you dine out in the Capitol Riverfront?
Responses: 742 Residents; 301 Employees; 87 Resident/Employees

- Employees: 70% Lunch, 13% Dinner
- Residents: 52% Lunch, 53% Dinner
- Both: 74% Lunch, 78% Dinner
53% of resident respondents eat dinner at a restaurant in the neighborhood at least once a week.

How often do you dine out in the Capitol Riverfront?
Responses: 742 Resident responses (excluding those that also work in the neighborhood)
70% of employee respondents eat lunch at a restaurant in the neighborhood at least one time each week.

How often do you dine out in the Capitol Riverfront?
Responses: 301 Employees

- 11% Daily
- 30% 2-4 Times a Week
- 29% Once a Week
- 17% Once a Month
- 10% Only a Few Times a Year
- 3% I do not dine out in the Capitol Riverfront

- 14% Lunch
- 39% Dinner
Top five retail categories respondents said are “very important” or “somewhat important” to see open in the neighborhood

- Sit-down restaurant: 98%
- Fast-casual restaurant (made-to-order food, no table service): 96%
- Convenience store/pharmacy: 91%
- Personal services (hair salon, nail salon, etc.): 75%
- Clothing store: 74%

How important is it for you to see each type of business listed below open in the Capitol Riverfront?
Responses: 1,199 Total
37% of respondents commute to the Capitol Riverfront from within the District; nearly 20% of those are from Capitol Riverfront, Capitol Hill, or Southwest

In what ZIP code is your home located?
Responses: 311 Employees (excluding neighborhood resident-employees)
In what Zip Code is your home located?
Employee responses: 311
More than half of responding households have one car; over a quarter are car-free

If you live in the Capitol Riverfront, how many cars does your household currently own?
Responses: 644 Residents
Over 60% of employee respondents have commutes 45 min or less

If you are currently employed and do not work from home, how long is your commute to work?
Responses: 313 Employees (excludes neighborhood resident-employees)
Nearly 70% of resident respondents have commutes 30 min or less

If you are currently employed and do not work from home, how long is your commute to work?
Responses: 532 Residents
What mode of transportation do you typically take to Capitol Riverfront (Check all that apply)
Responses: 515 Employee Responses

- Drive Alone, 31%
- Metro Rail, 29%
- Walk, 10%
- Bus, 8%
- Rideshare, 8%
- Bicycle (personal), 6%
- Carpool, 4%
- Bike/Scooter Share, 3%
- Taxi, 0%
Does your ability to find parking in Capitol Riverfront affect how you travel to the neighborhood?
Responses: 312 Employees

- Yes, 49%
- No, 51%
What mode of transportation do you typically take to Capitol Riverfront (Check all that apply)
Responses: 1,293 Resident Responses
Resident Parking Attitudes

How easy or difficult is it for you to find parking in the neighborhood?
Responses: 542 Residents

Yes, 37%
No, 63%
If parking were not an issue and all of the following transportation modes were available to you, which would you use to travel to Capitol Riverfront? (Check all that apply)

Responses: 1,538 Residential; 661 Employee