



Using Digital Tools to Gauge Impacts on the Destination Brand and Perceptions About Homelessness

**SANTA
MONICA**
TRAVEL & TOURISM

SPARKLOFT

BACKGROUND

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- **Partnership with City of Santa Monica (Funding)**
- **Long Term Economic Sustainability**

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THE SANTA MONICA BRAND PROMISE

Santa Monica...

An unforgettable beach city experience, filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.

ABOUT THIS STUDY KEY QUESTIONS

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Why are we here?

What are our
strengths?

What are our
opportunities
for
improvement?

What is the
perception
of our
destination?

What are
implications for
action?

What are
our next
steps?

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CURBED LOS ANGELES CITIES TOPICS NEIGHBORHOODS

ESTÉE LAUDER

SANTA MONICA HOMELESSNESS

Homeless population in Santa Monica is up 26 percent

Many of the city's homeless residents are new to Santa Monica, but not new to LA

By **Eliza Chiles** | May 9, 2018, 10:05pm PDT

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HEALTHIEST COMMUNITIES

A Haven for the Homeless

The city of Santa Monica – and its librarians – are on the front lines of the homelessness crisis in Southern California.

By Elizabeth Segal Contributor | May 9, 2018, at 10:43 a.m.



Has California's homeless population 'skyrocketed'? And how does it rate nationwide?

By **Chris Nichols** on Tuesday, March 27th, 2018 at 3:23 p.m.



we are santa monica.

a practical toolkit about
homelessness

HOMELESS
CRISIS

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5

Social Sentiment

- 7.8 million posts, 1/1/15 – 5/31/18

Surveys

- 2,347 residents
- 349 domestic visitors
- 312 international visitors

Interviews

- 35 local stakeholders

Focus Groups

- City Staff Group
- Visit California Group
- Travel Agents in Australia, United Kingdom, Brazil, France, Germany, India

THE SANTA MONICA BRAND EXPERIENCE



Visitors and residents see
Santa Monica as . . .

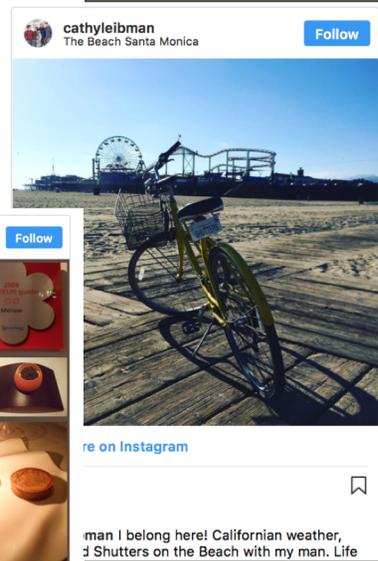
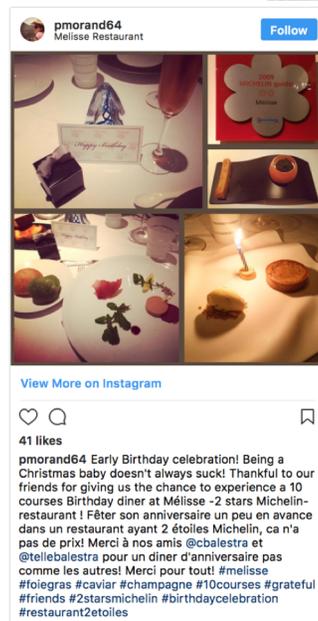
The quintessential
California beach experience

They appreciate . . .

The pier and the beach

The luxury accommodations

Fine dining and shopping experiences



THE SANTA MONICA BRAND EXPERIENCE

#1 The pier and the beach are your primary assets, but their value to your brand may be at risk.

#2 Visitors love Santa Monica's luxury accommodations, but this positive perception may be at risk.

#3 Negative perceptions of homelessness, safety, and cleanliness—collectively termed, community livability concerns—threaten positive brand perception.

#4 The high costs of living in and running a business in Santa Monica are changing the vibe of the community.

THE SANTA MONICA BRAND KEY INSIGHTS

Negative perceptions of homelessness, safety, and cleanliness—collectively termed, *community livability concerns*—threaten positive brand perception.

138% to 176%
YEAR-OVER-YEAR INCREASE IN
IN-MARKET CONVERSATIONS

INSIGHT #3 COMMUNITY LIVABILITY

COMMUNITY LIVABILITY KEYWORDS

HOMELESSNESS

SANTA MONICA
Streets
Police
Santa Monica Pier + beach
Santa Monica boardwalk
Homeless population

SAFETY

SANTA MONICA
Pride bombing attempt
Guns, explosives
Protesters going wild
Suspicious vehicle on the Pier
Homeless

CLEANLINESS

SANTA MONICA
Gross
Dirty
Clean
Pollution
Homeless

COMMUNITY LIVABILITY CONVERSATION EXAMPLES

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Santa Monica, California



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jasonryanphoto Street life in third world countries... oh wait, nope, I'm just in down! #SantaMonica | #jasonryanphoto #streetphotography #poverty #homeless #fujifilm_xseries #reportage #walkabout #photography #photooftheday #portraitoftheday #street #homeless

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fredbroussolle "The Invisible Man" #santamonica #homeless #beach #streetphotography #usa #bluecolor #sand #lonely @fredbroussolle

"My only complaints are the excessive homelessness, lack of cleanliness on the streets and pollution of the water. These are related problems driven by forces outside of SMTT's control. I lack the data to know what to do but visitor experience is undoubtedly dampened by these things."

"There's the homeless issue. People don't like to get accosted on the streets or hear yelling on the sidewalks (even if it's legal), proselytizing or chanting—that makes people uncomfortable."

"Just improve overall cleanliness of the city"

"Unlike the crime fears, which are being ginned up, the homelessness thing is tangible and real. We had an uptick two years ago of 26% in a single year. We have a long history of homelessness because there's not a much better place to be. About 12 years ago, we implemented a Housing First policy, which was successful. But now there are affordability issue."

NEXT STEPS

- **THE POWER OF SOCIAL LISTENING. NOW ONGOING AND IN TIMES OF CRISIS**
- **IMPLICATIONS WORK SESSION NEXT WEEK WITH 50 STAKEHOLDERS**
- **CREATIVE APPROACHES TO ADDRESSING ROOT CHALLENGES**



THANK YOU!