

Survey Results from the Reimagining Deltopia Survey

Conducted by the IVCS&D and Lucidity LLC

Fall 2019

Reimaging Deltopia Survey

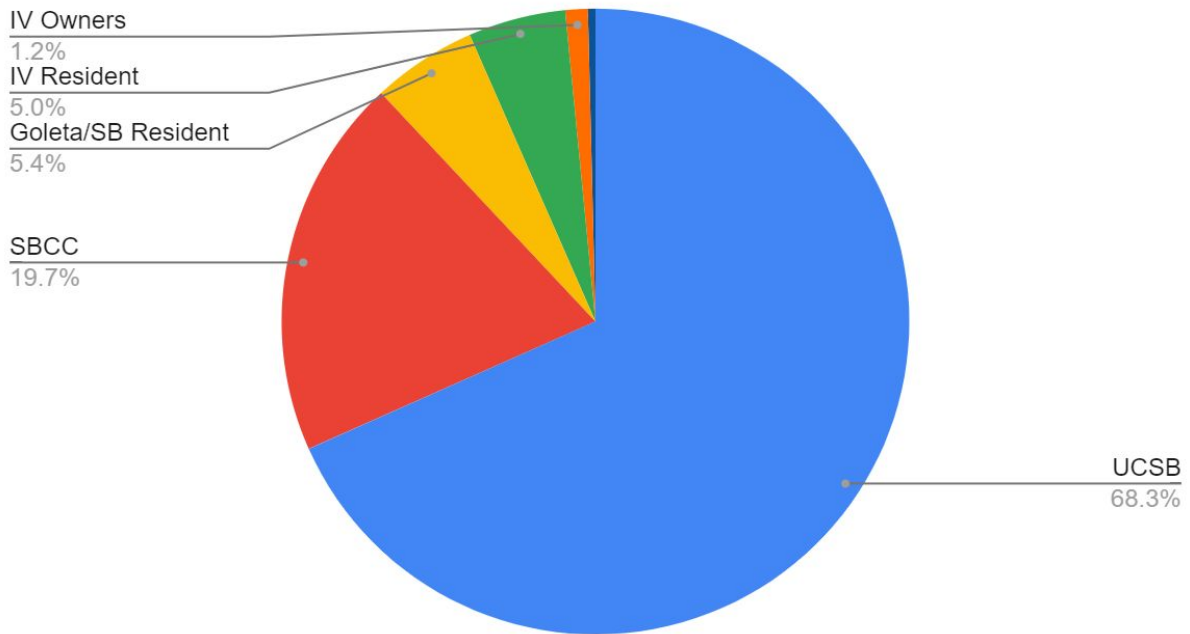
As Deltopia has, in the past, attracted many people from out-of-town (out-of-towners) who disrespect the local community, the traditional approach has been to increase law enforcement during that weekend. However, since the increased law enforcement presence increases the stress of a “traditional holiday,” this leads to rising tensions that has previously unfolded in student riots in 2014. Thus, to de-escalate tensions between law enforcement and students while also increasing the safety of the event, the Isla Vista Community Service District (IVCSD) came up with the idea to host a music festival during the day of Deltopia (the first Saturday of April) to increase the safety of the day. The music festival is in partnership with Lucidity LLC, a well-known event planning organization that has hosted world-renowned festivals in Santa Barbara. Together, the two organizations hope to create an alternative space for party-goers to enjoy safer festivities, as well as access more food and water to increase the safety of students.

In response to this festival, the IVCSD and Lucidity advertised a survey known as the Reimaging Deltopia Survey to gather the thoughts of those living and working in Isla Vista (IV). Through these results, the pulse of the community was taken. Laid out as followed are the survey results for each question as shown through numerical and graphical display, followed by a brief write-up to explain the results for each question. At the end of the packet, a final write-up can be found summarizing the results of the entire survey.

C. Relationship to IV

UCSB	177
SBCC	51
Goleta/SB Resident	14
IV Resident	13
IV Owners	3
Job	1

Relationship to IV



Most survey participants are either UCSB or SBCC students that live within IV. Along with IV residents, the large majority of responses come from those who have attended Deltopia and so are the most informed on the festival. A few respondents are IV business owners and Goleta/Santa Barbara residents. So the survey captures mainly IV residents, but also includes the opinions of those living outside of IV as well.

D. Participation at Deltopia

Never	34
One Time	53
Two Times	78
Three Times	66
Four or More Times	28

Participation at Deltopia

- Never
- One Time
- Two Times
- Three Times
- Four or More Times



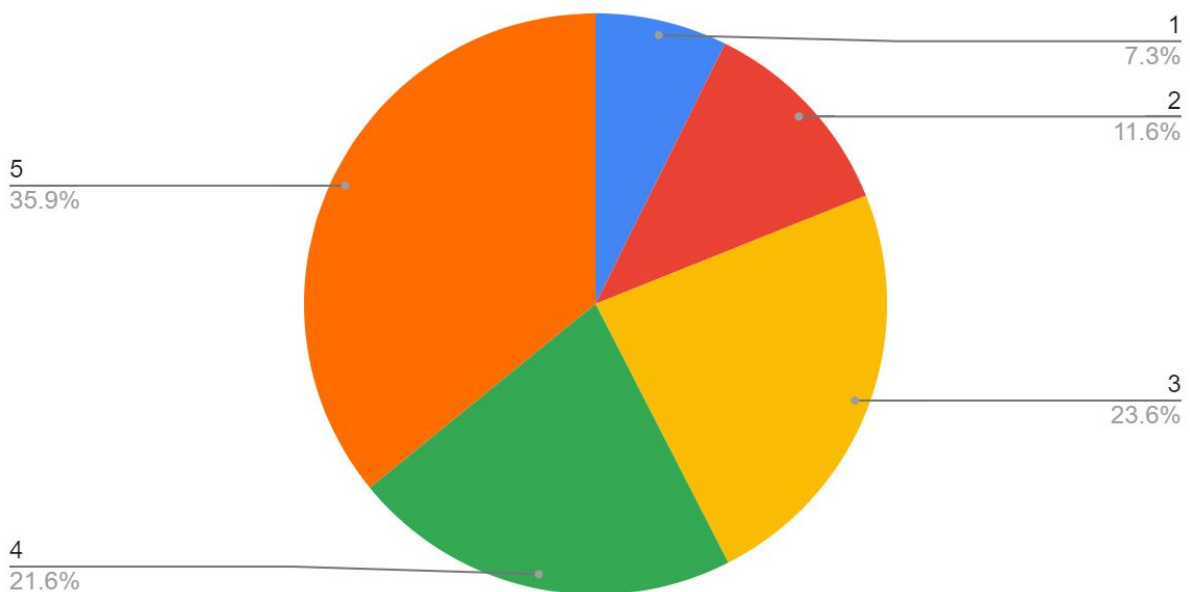
Over 85% of those surveyed have participated in Deltopia, allowing for experienced responses that are relevant to how Deltopia has run recently. The opinions of those who have not participated in Deltopia were still given the same weight, however some of their solutions or descriptions of Deltopia were seen as less credible due to their lack of experience.

E. Perception of Deltopia as a Community Event

1	19
2	30
3	61
4	56
5	93

Perception of Deltopia as a Community Event

Scale 1 (I hate it) - 5 (I love it)

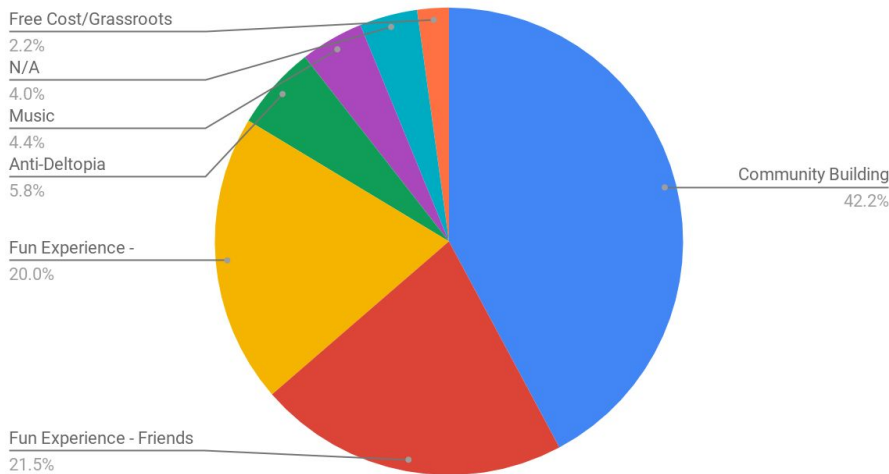


Almost 80% of respondents enjoy Deltopia and see it as a community event. This favoritism likely influences the many responses (seen later) that express participants' adversity towards losing Deltopia. With its association as a community tradition, losing Deltopia is perceived as a loss of fun and a loss of a tradition special to IV.

F. What do you enjoy most about Deltopia?

Community Building	116	Music	12
Fun Experience - Friends	59	N/A	11
Fun Experience - Party/Drinking	55	Free Cost/Grassroots Organization	6
Anti-Deltopia	16		

What Do You Enjoy the Most



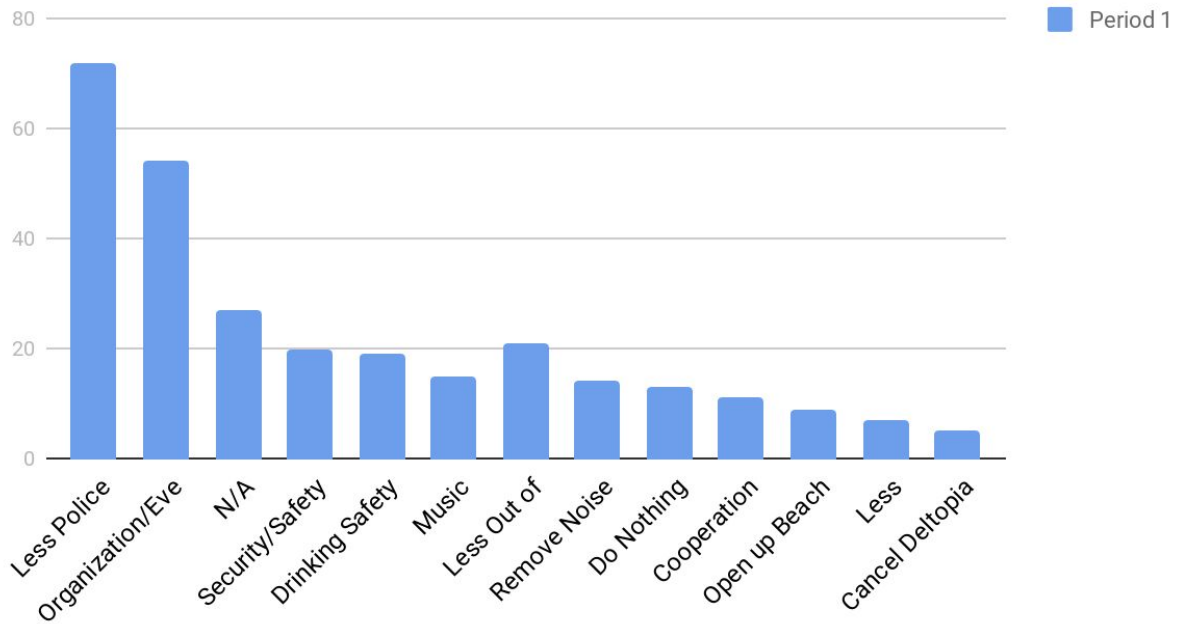
Of the total 259 responses, 31 individuals provided two answers regarding what they enjoy about Deltopia.

Nearly half of all respondents stated that they enjoy Deltopia as a community-building event in Isla Vista. There is large support for officially structuring Deltopia to reflect that community experience, as well as to turn it into an official event. The motivation behind organizing Deltopia is grounded in several arguments. First, students feel that making Deltopia a structured event will prevent it from turning into another Halloween dilemma. Second, sanctioning the event will allow for more safety and health resources to be present in a non-pervasive manner. Of the support for greater organization, many students highlight a music festival with games, food, and a safe drinking space as a good way to structure the festival. With this in mind, students most want to retain the “party atmosphere,” but within reasonable limits. It is important to note that the students understand the festival as an “alternative” to the parties on Del Playa, not a replacement. This means that the “party atmosphere” on Del Playa must not be removed through noise ordinances and police presence.

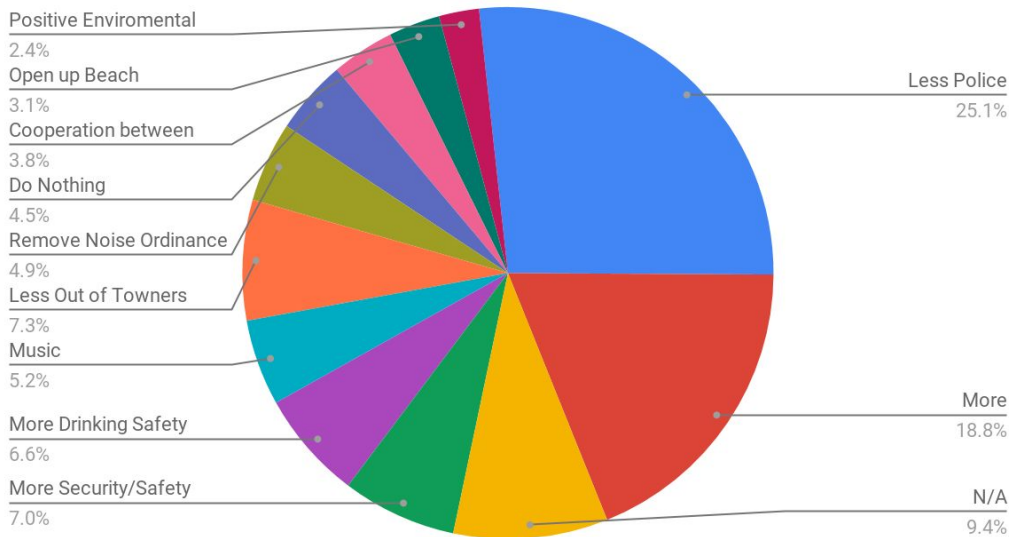
G. Improvements

Less Police	72	Remove Noise Ordinance	14
More Organization/Events	54	Do Nothing	13
N/A	27	Cooperation between Students and Police	11
More Security/Safety	20	Open up Beach	9
More Drinking Safety	19	Positive Environmental Impact	7
Music	15	Cancel Deltopia	5
Less Out of Towners	21		

Improvement Ideas for Deltopia



Improvement Ideas for Deltopia



Of the 259 survey takers, we have a total of 287 concerns raised. 28 individuals responded to this question with two answers.

A quarter of respondents identified “aggressive law enforcement” as the main point of concern for the safety of Isla Vistas. The community wishes to take the responsibility of law enforcement into its own hands and decide what measures are best for itself. Many answers went into specifics of police work, such as the use of mounted officers to scare students from walking on Del Playa, the flooding of streets with “paddy-wagons,” the “zero-tolerance” approach to public intoxication, and the night-time noise ordinance. Respondents suggested that a harm-reduction approach to intoxication and the party atmosphere will be better suited for the community, and would lead to less antagonistic behavior from Deltopia attendees. This could manifest itself through greater access to CSO Health Stations, supplementation of police officers with “harm-reductive safety specialists,” and restricting out-of-town police usage. Approximately, 20% of residents support achieving this through greater organization of Deltopia. It is also important to note that the lack of organization is a concern for the environmental footprint of Deltopia, as there is no existing organized waste management system for an event that increases the density of Isla Vista.

Another concern raised by the community is the impact out-of-towners upon safety and crime in Isla Vista. Most respondents identify them as a negative influence upon safety, and would like to see more precautions taken to limit their numbers on Deltopia. Organizing a festival would

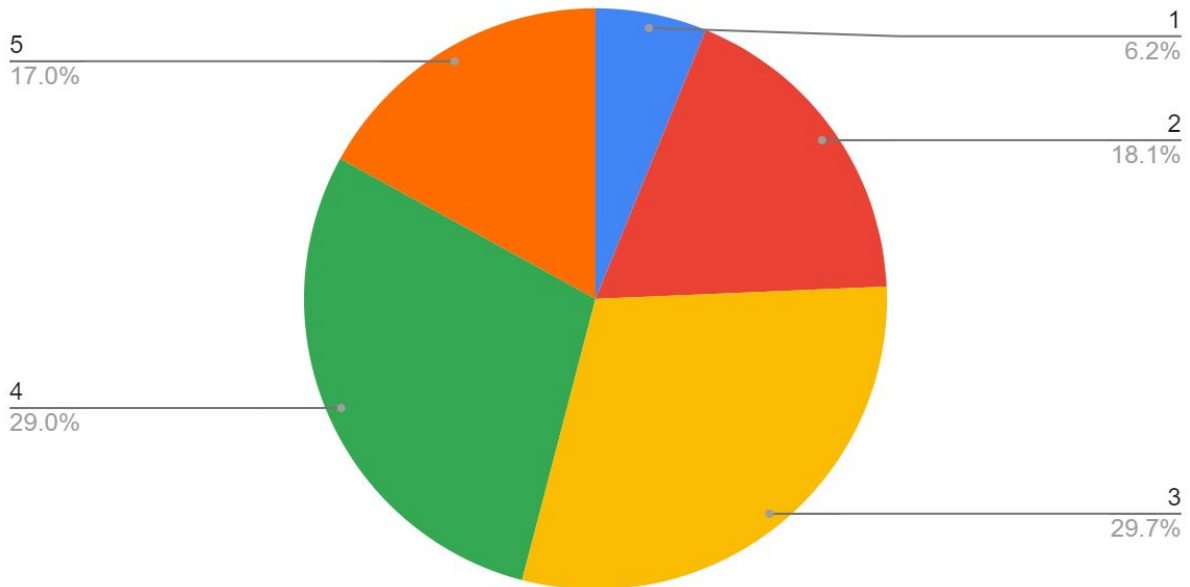
possibly keep out-of-towners away from residents' home on Del Playa, and instead have them congregate at the event premises.

H. How safe is Deltopia?

1	16
2	47
3	77
4	75
5	44

Perception of the Safety of Deltopia

Scale 1 (completely unsafe) - 5 (totally safe)



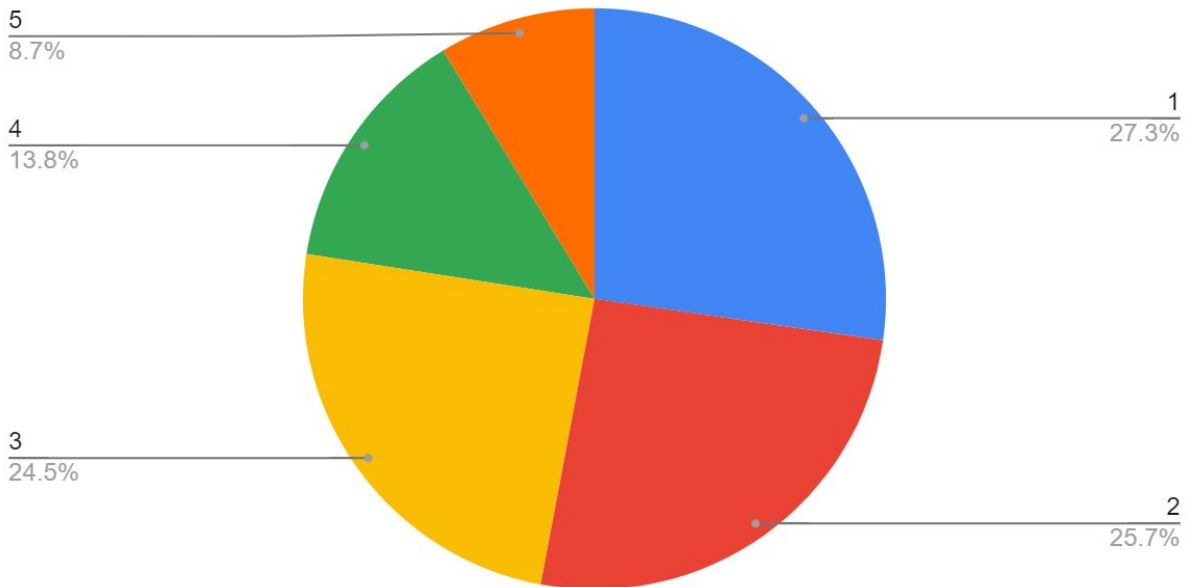
Again, similar to people's feelings about Deltopia, the majority see it as a safe, fun event. Thus, law enforcement (see next page) and other policing activities are seen as ruinous to an otherwise enjoyable community event. However, a concern for many was the influx of out-of-towners that come to Isla Vista during Deltopia. Some expressed the concern that these people might not respect the community or its many families as much as Isla Vista residents would themselves.

I. How has law enforcement handled Deltopia?

	1	69
	2	65
	3	62
	4	35
	5	22

How has law enforcement handled Deltopia?

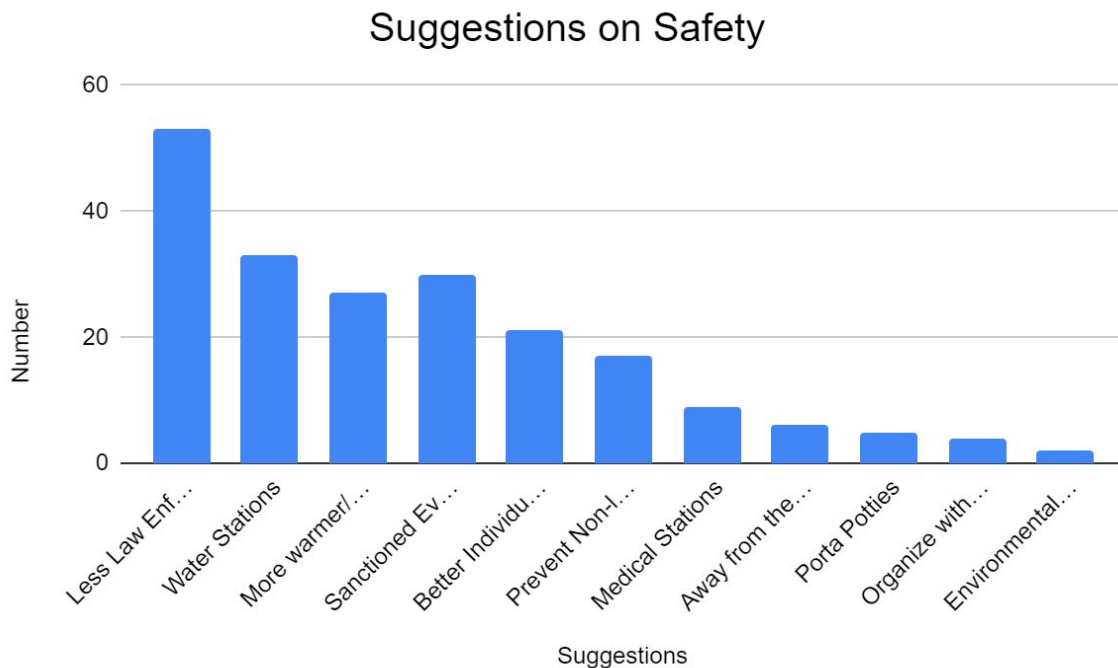
Scale 1(Poor) - 5 (Very Good)



Over half of respondents reported that law enforcement has not been handled well during Deltopia. People expressed that there are too many citations and arrests issued. In last year's Deltopia (2019), there were 94 citations issued, 38 arrests, 19 medical transports and 2 falls from the cliffs. A majority of these citations were issued for minor in possession (MIP), noise ordinance violations, and drunk in public. A few fights and property-related crimes were handled but there were no fatalities. Therefore, Deltopia can be seen as a relatively non-threatening event.

J. Safety Suggestions

Less Law Enforcement	53	Medical Stations	9
Water Stations	33	Away from the cliffs	6
More warmer/safer enforcement (CSOs, Community members etc)	27	Porta Potties	5
Sanctioned Event	30	Organize with community/school	4
Better Individual Education/Decisions	21	Environmental concerns	2
Prevent Non-locals	17		

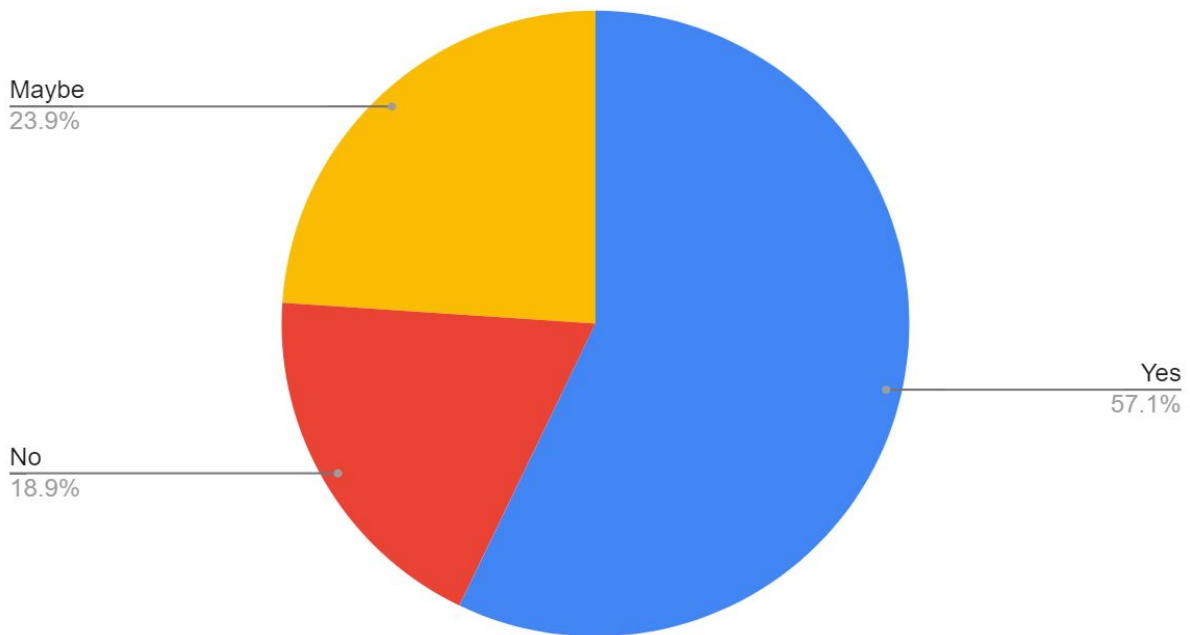


In terms of safety, most respondents were anti-law enforcement and pro-water stations. However, a significant portion also recognized that a warmer, less threatening law enforcement presence would lead to more harm reduction. Sanctioning the event was seen as a good idea for safety. Therefore the main points of the festival are supported by the community.

K. Would you attend if a professional company produced a free event?

Yes	148
No	49
Maybe	62

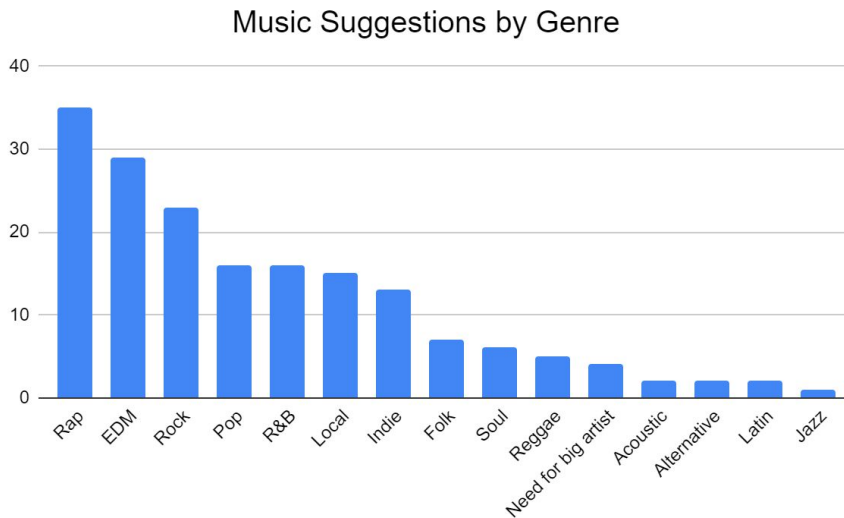
Would you attend this event?



The majority of respondents said that they would attend the event. For those who said "Maybe," I assume they would see how the festival is going and what is being offered before either attending or not attending. So, a free festival could not hurt the community.

L. Music Suggestions

Rap	35	Soul	6
EDM	29	Reggae	5
Rock	23	Need for big artist	4
Pop	16	Acoustic	2
R&B	16	Alternative	2
Local	15	Latin	2
Indie	13	Jazz	1
Folk	7		



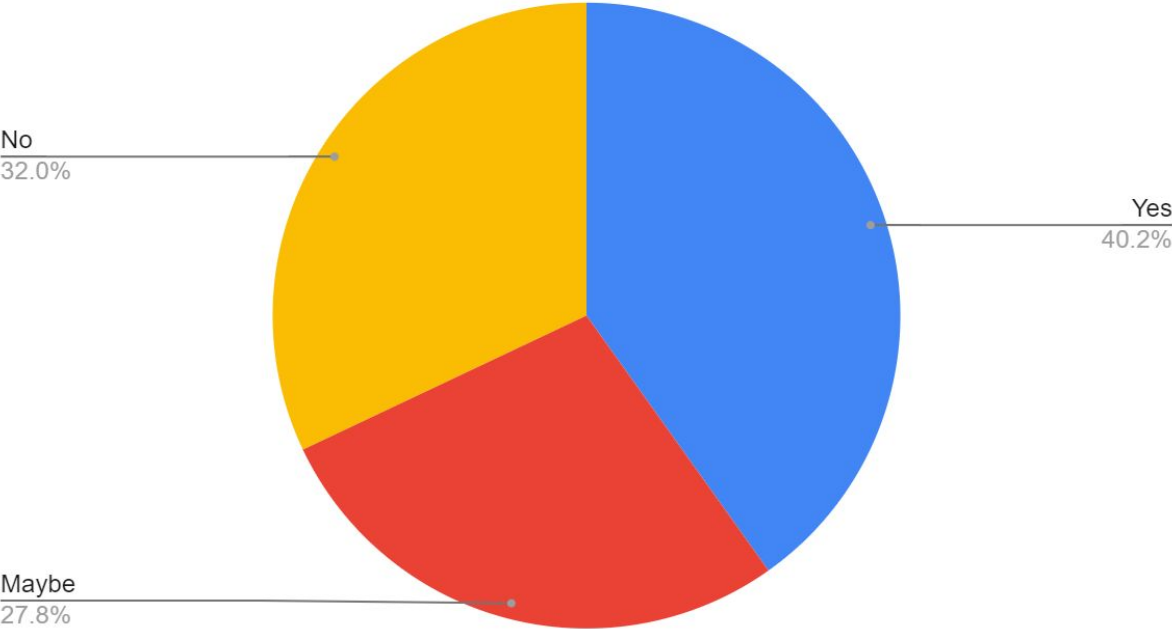
Local Suggestions: Wookpack, Lost Dogz, Bad Fish, Brass Mash, Uncle Iman, Lost Valley Ramblers, Queentide, The Advocates, Extremohpiles, Careless Cub, Closeout, Pretty Cheeky, The Framers, Jack McCain (volunteered), Seanathan,

While the two most common suggestions of rap and EDM are the most popular music choices for college students, a large amount of suggestions included local artists that would likely draw a crowd in IV. Local artists are seen as crowd pleasers for the local community, yet not large enough to draw out-of-towners into the mix. However, the downside of only having local artists is that it would not likely draw a majority of Deltopia participants away from Del Playa. So to draw crowds away from Del Playa, the activities and food venues would likely have to be more of a draw.

M. Interest in Activities

Yes	104
Maybe	72
No	83

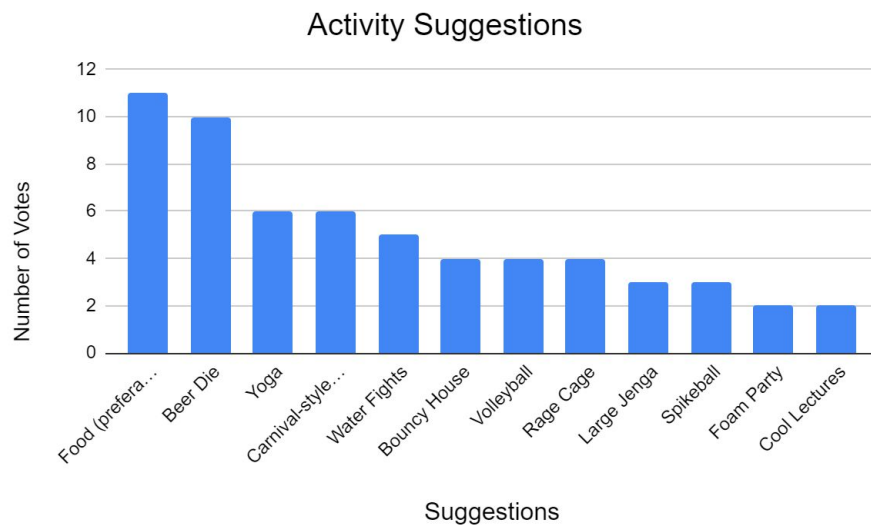
Interest in Activities/Games



The majority of the surveyed population were interested in games and activities. So, depending on how interesting the activities are, the games would probably draw those who said their attendance was a “Maybe” over to the festival.

N. Activity Suggestions

Food (preferably free)	11	Volleyball	4
Beer Die	10	Rage Cage	4
Yoga	6	Large Jenga	3
Carnival-style Games	6	Spikeball	3
Water Fights	5	Foam Party	2
Bouncy House	4	Cool Lectures	2



Other Suggestions:

Eating Competitions, Strength Competitions, Team Races, Darts, Craft-making, Climbing Wall, Dance Party, Picnics, Movie Showing, Temporary Tattoos, Paintball, Dunk a Cop, Drug test kit stations, Misting Tents

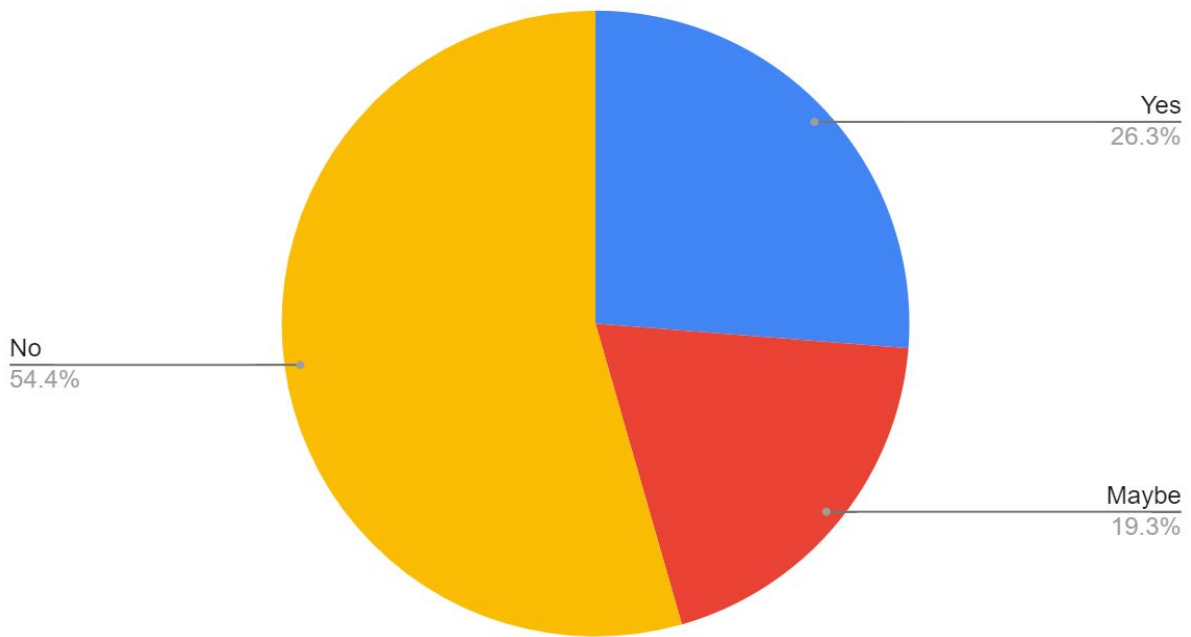
For the games and activities suggestions, food was the number one suggestion, preferably free. Then, in terms of games, many of the suggestions were different competitions that would appeal to drunk and sober college students. These included beer die, rage cage and spikeball. Also, other spring break-type activities were promoted, such as bouncy houses, water fights and dunk tanks, and volleyball.

With the association to Lucidity, a few suggestions centered around mental health and healthier lifestyles. These suggestions included yoga, educational lectures and drug test stations. But these were in the minority when compared with the competitive games.

O. Interest in Collaborating

Yes	68
Maybe	50
No	141

Interest in Collaborating

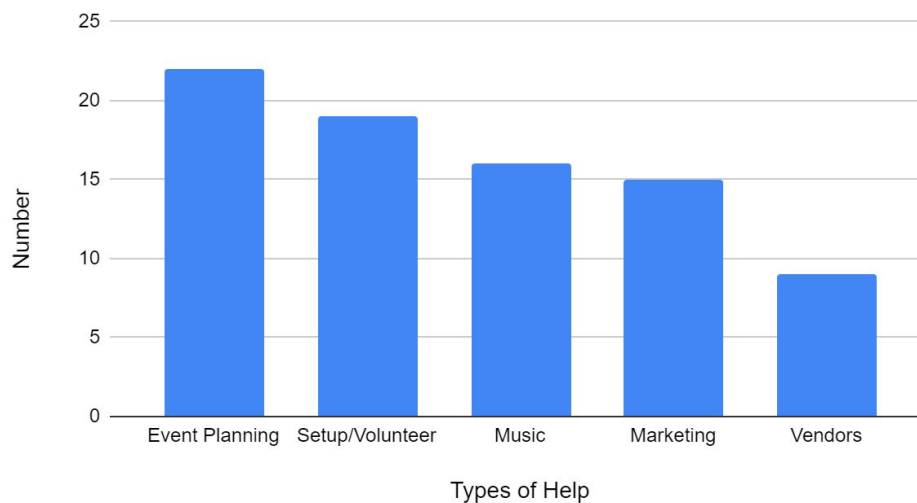


While most participants were not interested in collaborating, those that were were very interested in event planning and volunteering (see below).

P. Volunteer Interests

Event Planning	22
Setup/Volunteer	19
Music	16
Marketing	15
Vendors	9
Any help	2
Donate	1
Videographer	1

Volunteers for collaboration

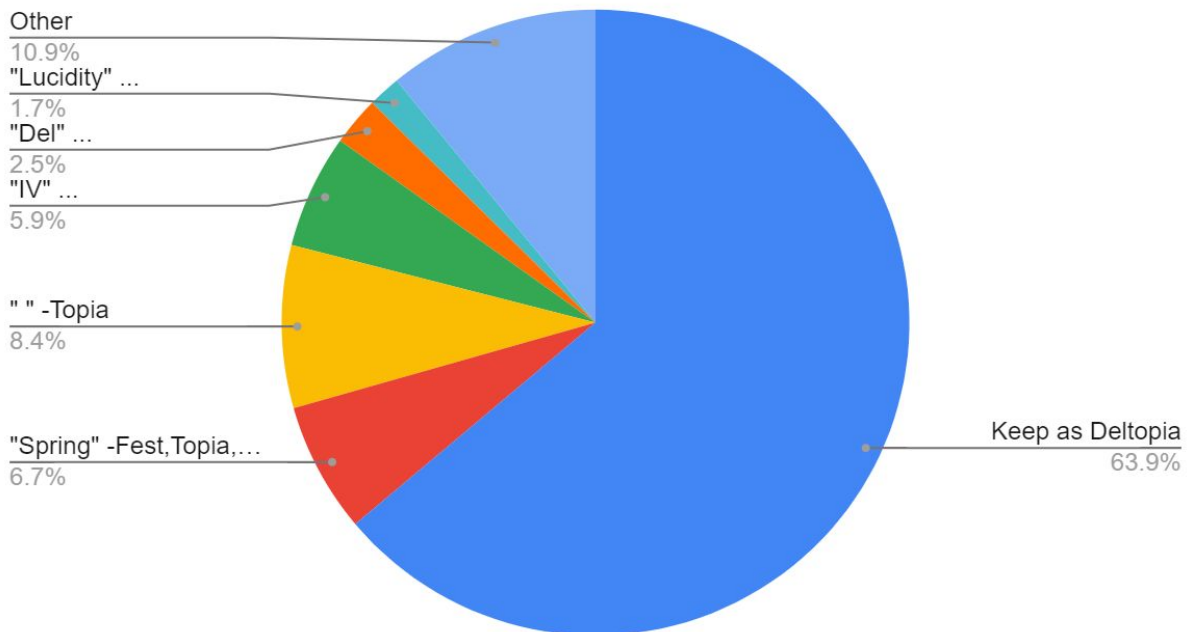


For those who were interested in collaborating on the festival, many were interested in being apart of the event planning and setup for the event. Specifically, respondents were very interested in working on the music and marketing aspects of the event. Although there was a minority that wanted to collaborate, those interested expressed a strong interest.

Q. Rebranding suggestions

Keep as Deltopia	76
"Spring" -Fest,Topia,Break ...	8
" " -Topia	10
"IV" ...	7
"Del" ...	3
"Lucidity" ...	2
Other	13

Suggestions for rebranding

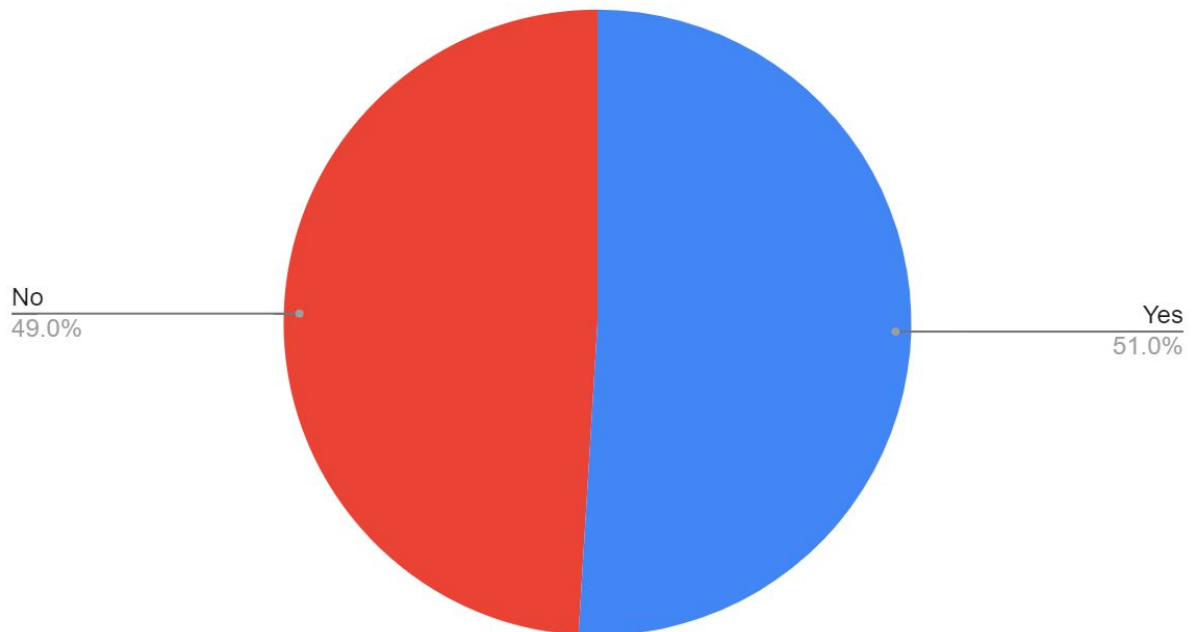


The majority of rebranding suggestions would not change the name from Deltopia. The name is synonymous with the event and a rebranding is seen as an attack on the local tradition. Thus, most of the rebranding suggestions included some part of "Deltopia" still in the name.

R. Would you like to stay updated on our progress?

Yes	132
No	127

Would you like to stay updated on our progress?



A slight majority of respondents would like to stay updated on the festival's progress. Likely keeping the community updated on its progress would appeal to the majority of community members.

S. Additional Comments

The most common belief is that the festival is going to regulate or otherwise shut down Deltopia as a tradition. This is highly opposed and requires a strong marketing campaign to inform students about the festival's true intentions. One person suggested that the festival be marketed as "Organized by Locals" and as a "Community-built Event."

From those who were supportive of the festival, they suggested that the festival should not be for kids, offer rewards for keeping IV clean, and make sure the festival is inclusive of all IV residents yet exclusive for out-of-towners. Since Deltopia is a Spring Break event, having children was seen to ruin the environment. However, one person thought that houseless and older residents should not be alienated as this is their community too. But a strong emphasis was placed on not attracting more out-of-towners. This led to suggestions such as tickets for locals and outreach to the coop community and student organizations for potential partnership ideas too. This could be in the form of cleanups, fundraisers, or other setup volunteers.

A few of those surveyed had attended Lucidity and were very supportive of a Lucidity-like festival. However, one person warned against ruining Lucidity by attracting the wrong crowd from Deltopia.

Final Write-Up

The Reimaging Deltopia Survey captured a small sample of the Isla Vista Community. Most of the respondents were students and IV residents, with a few Goleta and Santa Barbara residents too. This sample population expressed its approval of a Deltopia music festival and adverse feelings towards changing the tradition. Due to the majority enjoying previous Deltopias, many view it as a positive and safe event that does not require the degree of law enforcement that is currently established during the event. Instead, many view it as an event that should be made official and celebrated responsibly by locals.

To improve Deltopia, many would like to see less disciplinary law enforcement and more harm reduction-type law enforcement along with resources for partiers. These include water stations, bathrooms, and a sanctioned event to allow for more responsible enjoyment of the day.

When a new music festival was proposed, most were in support of it as long as it does not take away or overregulate Deltopia. Local music and fun activities were seen as positive bonuses to the event that would allow for more fun during Deltopia. And, a significant portion of the sample recognizes the value and potential this festival has to offer and volunteered to help in the event planning or setup process. But, the one condition survey responses noted was that the name “Deltopia” should not be changed. By changing the name, community members see that as a change in tradition which is highly opposed. IV loves Deltopia and would love to see improvements in the form of a new free festival, but is highly opposed to changing its original tradition.