

2025 San Bruno Downtown Pulse

Jan 21, 2026

This survey is designed to gauge the experience and satisfaction of San Bruno shoppers, residents, and business owners in San Bruno. This survey will take about 10-15 minutes to complete.



* Required

Demographics

This section helps us understand a little more about you

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Do you live or work in San Bruno? *

Yes

No

2

Email address *

Please enter an email

3

Would you like to be contacted for follow up questions or clarification? *

Yes

No

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How did you learn about this survey? *

Flyer

Social media

City website

Word of mouth

Search results, e.g. via Google

Letter

Other

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Select your age group

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

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Select your gender

- Man
- Woman
- Non-binary
- Prefer not to say

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How many people live in your household (including yourself)?

- 1
- 2
- 3
- 4
- More than 5

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What is the primary language you speak at home?

- English
- Filipino
- Spanish
- Mandarin
- Cantonese
- Other

Downtown Experience

This section focuses your experience using the downtown areas.

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This section focuses on shoppers. Would you like to skip to the property owner or business owner section? *

Yes

No

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What is your preferred shopping area in San Bruno? *



Shops at Tanforan

Towne Center

Camino Plaza / Mills Park Center

San Mateo Avenue, i.e. "The Avenue"

Bayhill

Somewhere else

Somewhere outside San Bruno

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Rank the times you visit your preferred shopping area most often: *

7 AM - 12 PM
12 PM - 1 PM
1 PM - 5 PM
5 PM - 12 AM
12 AM - 7 AM

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Rank how important each of the following reasons are for why you chose your preferred shopping areas:

*

	Not important at all	Somewhat important	Very important
There are high quality restaurants/cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a variety of restaurants or cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are close to where I live or work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are good evening or late-night entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are close to recreation, e.g. parks, martial arts, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are attractive or have good aesthetics, e.g. landscaping, lighting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are easy to access via bike or walking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are easy to access via bus or train.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are easy to access via car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I work or operate a business there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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In the past several years, the City of San Bruno has installed new decorative banners, news racks, trash receptacles, planters, and it has begun landscaping work along San Mateo Avenue. Additionally, it unveiled a renovated Centennial Plaza in 2024 and the new Florida Park in 2025. Moreover, the City is currently working to repair the fountain and create a sculpture at Posy Park, adjacent to the Caltrain station.

Are you aware of these changes? *

Yes

No

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Please read the following statements and respond whether these potential changes would make you more or less likely to shop along San Mateo Avenue. *

	Much less likely	Less likely	Not important	Somewhat likely	Very likely
There are more high quality restaurants/cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are a greater variety of restaurants or cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are more evening or late-night entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are more recreation or youth activity options nearby, e.g. parks, martial arts, sports, swimming, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has better ambiance or aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to access via bike or walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to access via bus or train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to access via car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is cleaner or better maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are more retail options, e.g. Walmart, Trader Joe's, 99 Ranch Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are more community activities, e.g. pop-ups, fairs, celebrations, performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please provide additional feedback from your perspective as a shopper or regular visitor to San Bruno shopping areas, especially along San Mateo Avenue.

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Do you own commercial property in San Bruno near San Mateo Avenue? *

Yes

No

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Do you operate a business in San Bruno along or near San Mateo Avenue? *

Yes

No

Property Owner Close Up

This section focuses on commercial property owners.

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Please provide your address:

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What type of property do you own? *

- Commercial retail / restaurant
- Office
- Mixed use (residential + commercial)
- Vacant lot or building
- Multifamily rental building

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Please rank your agreement with each statement: *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The quality of shopping areas is why I own property in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City has made decisions that enhance my property in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City has supported the growth of housing in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City has supported the growth of businesses in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City has built new park and green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City has promoted and supported a diversity of lifestyles and cultural backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like my thoughts and concerns are heard and addressed by the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Bruno's shops are an essential part of its identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Bruno is safe for me to own property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Which of the following would make you most likely to redevelop or enhance your property? *

- Facade or storefront grants
- Technical assistance from staff
- Increased investment by the City to beautification or infrastructure
- Higher quality public transit service
- All of the above
- None of the above
- Other

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Please provide additional feedback from your perspective as a property owner.

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Do you operate a business in San Bruno along or near San Mateo Avenue? *

- Yes
- No

Business Owner Close Up

This section focuses on people who own or operate businesses in San Bruno's shopping areas.

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What is your business name?

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Type of business *

- Restaurant, cafe, or other food/drink shop
- Retail shop
- Service (salon, bank, childcare, etc.)
- Bar or nightlife
- Apartment building
- Office
- Other

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How long have you operated in San Bruno? *

- Less than 1 year
- 1-3 years
- 4-5 years
- 6-10 years
- More than 10 years

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Please rank your agreement with each statement: *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The City makes improvements that help my business succeed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City is not an obstacle for me to run my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City is interested in my feedback and observations about business in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City investment in local events, e.g. street fairs, celebrations, will support my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of safety is impacting my customers or business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is too expensive to operate in San Bruno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy for me to partner with the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More housing construction will help my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parks or fields near shopping areas will help my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please provide additional feedback from your perspective as a business owner:

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