Summary of 2014 Survey Results

- Online survey, respondents were self-selected
- Survey open: July 11- August 11, 2014
- 1,936 responses received
- Survey used to solicit input on goals, objectives, station locations, and service scenarios

Rail Survey Results: Overview Questions

**In general, how interested are you in taking a train to destinations along the Santa Cruz County Branch Line?**

- Extremely Interested (44.1%)
- Very Interested (20.6%)
- Moderately Interested (13.6%)
- Slightly Interested (9.1%)
- Not at all Interested (12.5%)

**After considering the possible positive and negative impacts of passenger rail, do you think train service will be good or bad for Santa Cruz County, as a whole, in the long term?**

- Very Good (67.6%)
- Somewhat Good (15.1%)
- No Effect (2.4%)
- Somewhat Bad (4.9%)
- Very Bad (9.9%)
Survey Results: Why are you not interested?

Out of those who chose "Slightly Interested" or "Not at all Interested", why are you not interested in taking the train?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train is too slow</td>
<td>50</td>
</tr>
<tr>
<td>Concerned about the cost of a ticket</td>
<td>100</td>
</tr>
<tr>
<td>I don't think there should be a train at all</td>
<td>200</td>
</tr>
<tr>
<td>Stations are not close enough</td>
<td>150</td>
</tr>
<tr>
<td>Need my car with me to carry things</td>
<td>100</td>
</tr>
</tbody>
</table>

*Questions allowed more than one answer selection*

Survey Results: Potential Stations

After looking at the maps of potential station sites located above, please mark how often you would potentially use each station.

**Most Popular**
- Westside Santa Cruz
- Bay Street, Santa Cruz
- Downtown Santa Cruz
- Seabright Ave.
- 41st Avenue/Pleasure Pt.
- Capitola Village
- Cabrillo

**Lowest Use**
- Davenport
- Jade Street Park
- Seascape
- Manresa State Beach
- Ohlone Parkway
- Pajaro
Survey Results: Potential Station Options

Survey Results: Common Trip Times

Do you usually take this trip on Weekdays (Monday-Friday) or Weekends (Saturday/Sunday)?

When do you usually START and RETURN from the trip you take most often (1); and second most likely (2) trip?

* Questions allowed more than one answer selection
Survey Results: Trip Purpose

What is the purpose of your PRIMARY trip?
- Commute (40%)
- Leisure (61%)
- Shopping & Errands (33%)
- Other (6%)

What is the purpose of your SECONDARY trip?
- Commute (15%)
- Leisure (73%)
- Shopping & Errands (38%)
- Other (6%)

* Questions allowed more than one answer selection

Survey Results: How do you get there?

How do you make your primary trip NOW?
- Walk (6%)
- Bike (19%)
- Local Bus (8%)
- Express Bus (2%)
- Carpool (19%)
- Drive Alone (77%)

How do you think you would get to your closest neighborhood station?
- Walk (66.1%)
- Bike (39.1%)
- Bus (7.6%)
- Taxi (0.5%)
- Dropped off (13.8%)
- Drive (29.9%)

* Questions allowed more than one answer selection
**Survey Results: Scope and Service**

- **If the train did NOT stop at your closest neighborhood station, but rather the next closest, how likely would you be to ride the train?**
  - Just as Likely (29%)
  - Only Slightly Less Likely (27%)
  - Moderately Less Likely (20%)
  - Much Less Likely (9%)
  - I Would Not Take the Train (18%)

- **Is it more important to you that this rail project provides the fastest and most frequent service, or that construction and operation costs are kept as low as possible?**
  - Fastest Service (8%)
  - More Frequent and Faster (27%)
  - No Preference (22%)
  - Less Frequent but Lower Cost (12%)
  - Least Expensive (6%)

**Survey Results: Why Take the Train?**

- Cost of Driving
- Convenient Stations
- Ability to Relax at Work
- Environmental Concerns
- Avoid Traffic
- Lower Stress
- Less Time than Bus or Bike
- Trains are Fun

- Not at All Important
- Slightly Important
- Moderately Important
- Very Important
- Extremely Important
Survey Results: Considerations

Survey Results: Connections & Cost

How interested would you be in using a connection in Pajaro to transfer to future trains to the San Francisco Bay Area, Monterey, and beyond?

- Extremely Interested (54.4%)
- Very Interested (18.1%)
- Moderately Interested (10.2%)
- Slightly Interested (6.2%)
- Not at all Interested (11.1%)

I would only ride the train if it cost LESS than the type of transportation I use currently.

- True (25.4%)
- False (74.6%)
Study Goals: Transportation Choices & Alternatives

- I don't know/No Opinion
- Not Important
- Somewhat Important
- Very Important

- Increase Travel Options
- Reduce Transit Ridership
- Reduce Travel Times
- Connect with Existing Transit
- Increase Travel Time Reliability
- BIKE/WALK Connections - Scenic Trail
- Expand Options for Non-Drivers
- More Options for Tourists

Study Goals: Sustainability & Economic Vitality

- I don't know/No Opinion
- Not Important
- Somewhat Important
- Very Important

- Reduce Number of Cars on Roads
- Reduce CO2 Consumption and Emissions
- Access to Jobs and Economic Centers
- Stimulate Sustainable Development
- Serve Major Destinations
- Minimize Negative Impacts on Neighborhoods
- Provide Safety Measures