

Unified Corridor Investment Study

Draft Step 1 Analysis – Public Workshop and Survey Input

October-November 2017

UCS Public Outreach:

Public input is encouraged throughout development of the Unified Corridor Investment Study (UCS). RTC staff works to motivate the greatest number of people to participate in the UCS, encourage participation from diverse sets of communities interested in transportation issues, and provide a variety of options for people to submit input. Public workshops, written correspondence and online surveys provide insight into views on transportation issues being considered in the UCS from self-selected groups of individuals.

To encourage broad participation, an invitation to an online survey was widely distributed using electronic newsletters, web feeds, social media, and display and online newspaper ads. Online surveys to collect input on transportation planning efforts have been shown to significantly increase the number of participants and comments received when compared to public workshops. However, online surveys do not necessarily result in a more representative sample than public workshops or other methods of public participation. Individuals self-select to participate in the online survey, may complete the survey multiple times using one device or multiple devices and may encourage proxies to complete the survey by providing them with survey responses to more easily, conveniently and quickly complete the survey.

Two public workshops and an online survey were created to solicit public input on the Step 1 Analysis. Public workshops were held on October 2 & 3, 2017 in the City of Watsonville and the City of Santa Cruz, respectively. The survey was available online from October 11, 2017 through November 8, 2017. Materials from the public workshops are provided on the UCS webpage. Screen shots from the online survey are also provided on the UCS webpage. Approximately 30 individuals attended the October 2, 2017 public workshop in Downtown Watsonville and approximately 100 individuals attended the October 3, 2017 public workshop in Live Oak. One thousand five hundred and ninety six (1,596) online surveys were submitted.

Project Average Ratings:

One way to provide insight into views on transportation projects considered in the UCS is to look at participants' feedback on individual projects as communicated through project ratings. The online survey asked participants to rate individual projects by selecting between one and five stars, with one indicating that the project is the least desirable and five indicating that the project is the most desirable. At the public workshops, two thumbs down, one thumb down, neutral, one thumb up, or two thumbs up could be selected as indicators. Project descriptions, information about the project benefits and challenges, project's feasibility and community support were provided. The feedback provided was averaged for each project for each workshop, the online survey, and overall as

shown in *Figure 1: Highway 1 Projects*, *Figure 2: Soquel/Freedom Projects*, and *Figure 3: Rail Right-of-Way Projects*.

Figure 1:

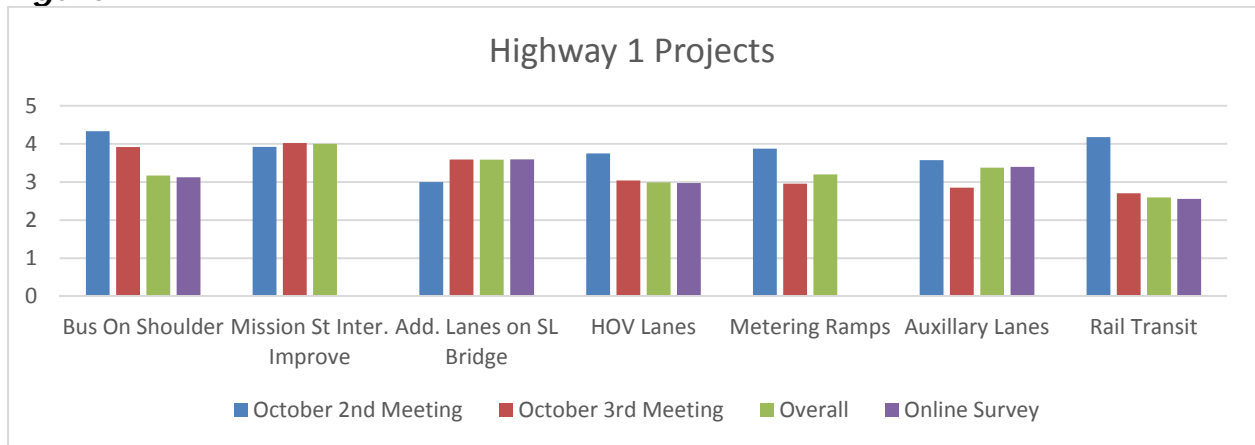


Figure 2:

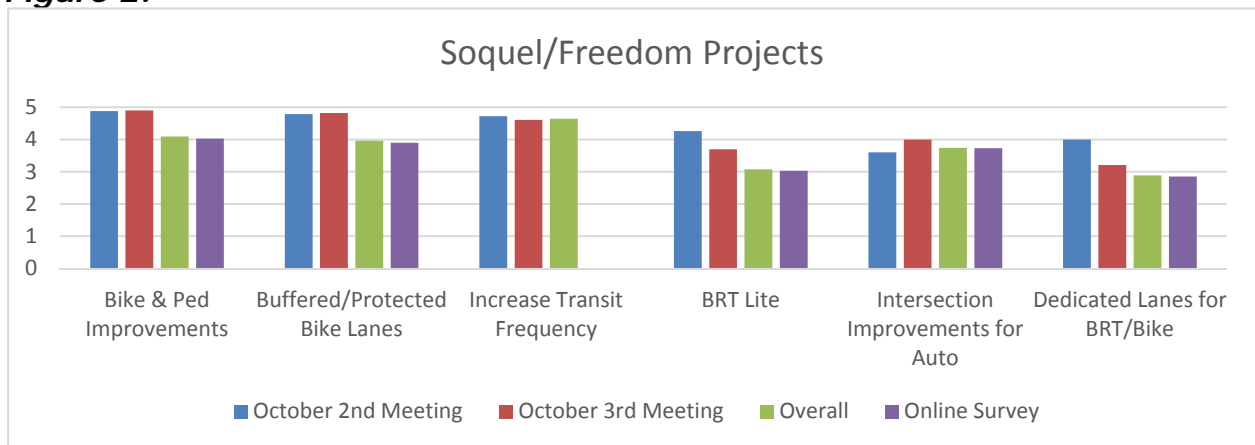
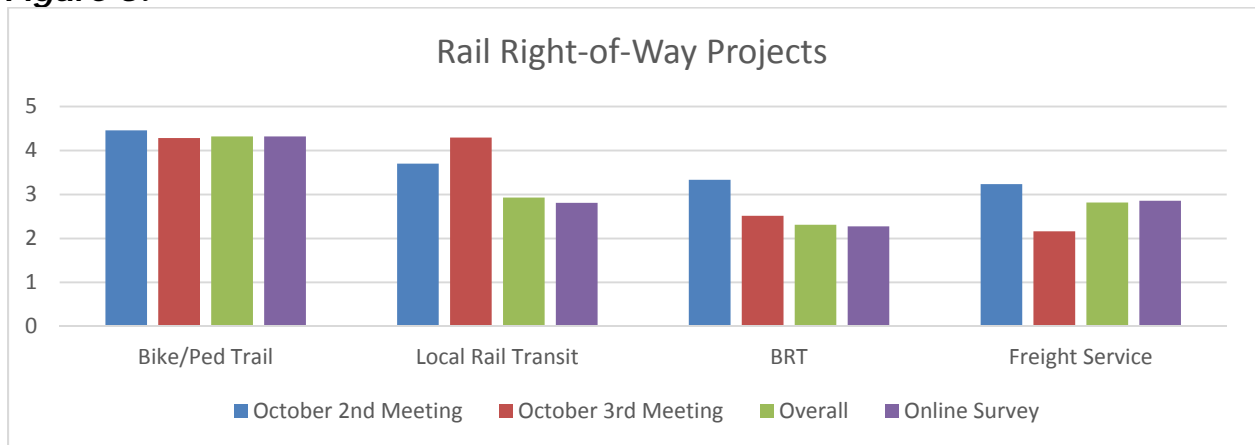


Figure 3:



Project Rating Frequency:

Another way to provide some insight into views on transportation projects being considered in the UCS is information about the number of times participants selected a 1, 2, 3, 4, or 5 star rating in the survey (one being the least desirable and five being the most desirable) for individual projects. *Figure 4: Highway 1*, *Figure 5: Soquel/Freedom* and *Figure 6: Rail Right-of-Way* provide information about the frequency with which participants selected a 1, 2, 3, 4, or 5 star-rating for individuals projects in the survey.

Figure 4: Highway 1

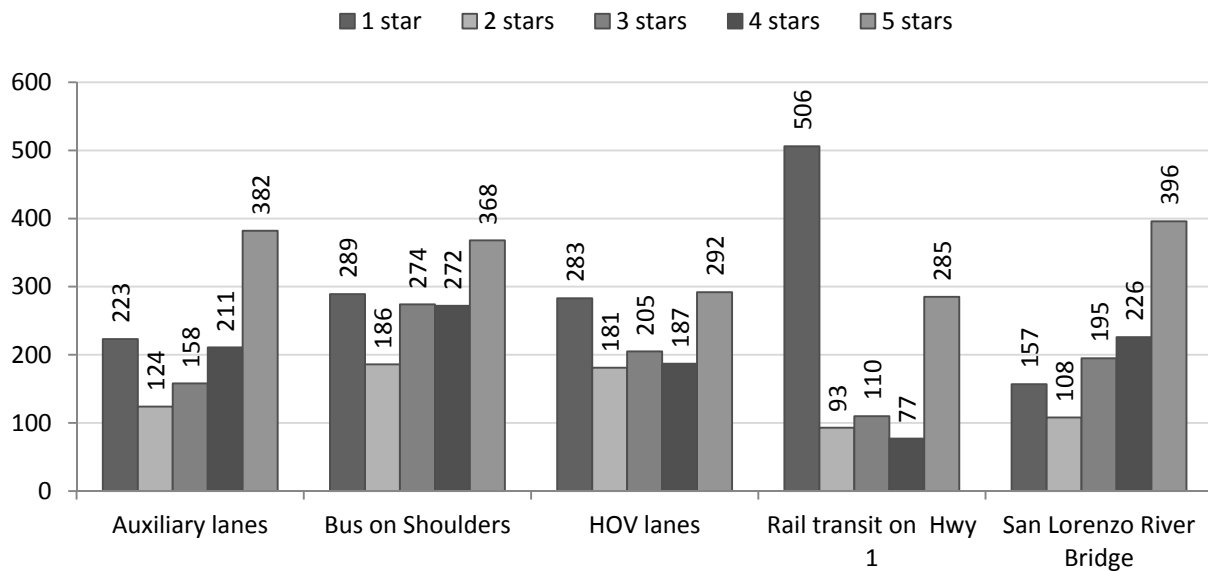


Figure 5: Soquel/Freedom

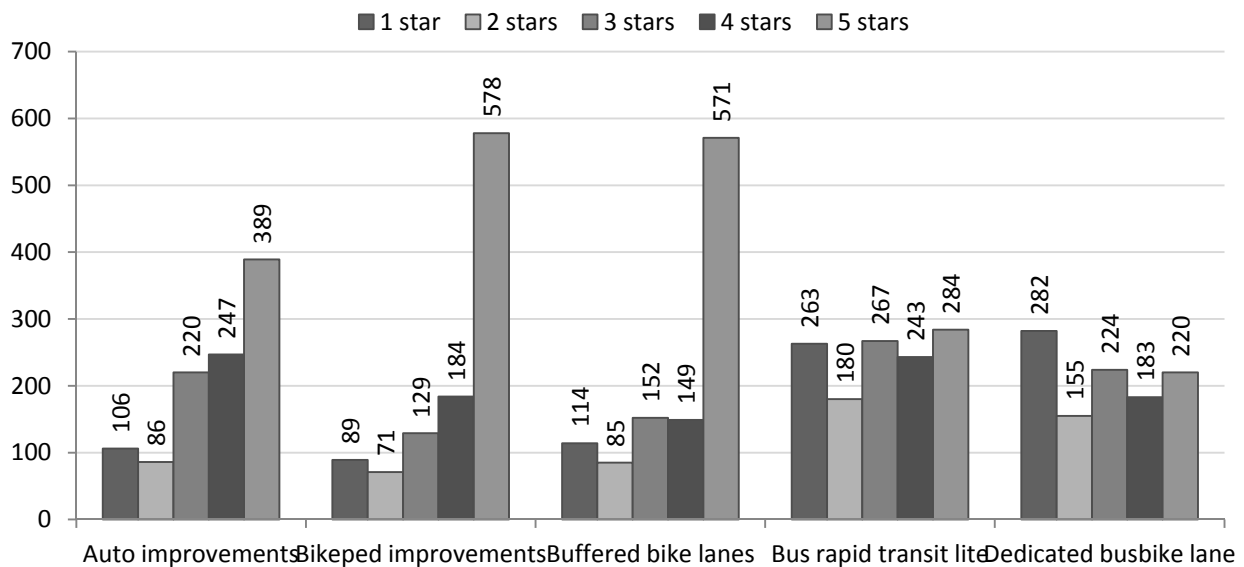


Figure 6: Rail Right-of-Way

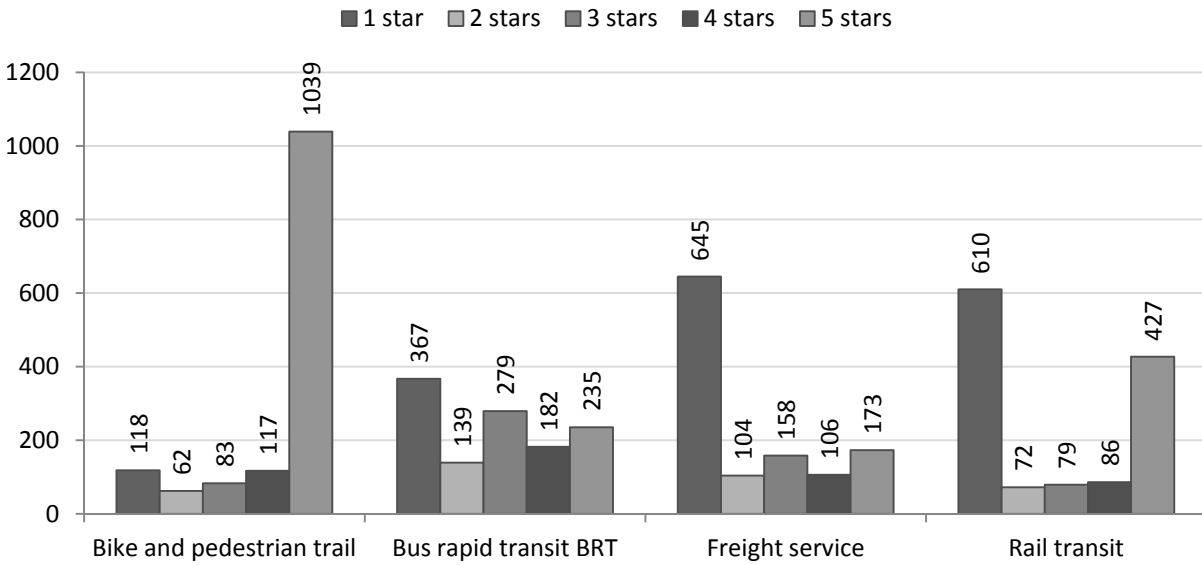


Figure 7: Place of Residence and Age Identified in Surveys Submitted

City of Santa Cruz	33.90%
Aptos/Sea Cliff/Rio Del Mar	19.51%
Capitola/Soquel	11.84%
Live Oak	11.16%
Watsonville	8.52%
Other parts of Santa Cruz Cou	4.60%
San Lorenzo Valley	4.09%
Scotts Valley	2.98%
Outside of Santa Cruz County	1.96%
UCSC campus	0.77%
North Coast (e.g. Davenport)	0.68%

60-69 years old	29.20%
50-59 years old	23.86%
40-49 years old	16.71%
30-39 years old	12.92%
70-79 years old	9.13%
18-29 years old	6.63%
80 years or older	1.21%
17 or under	0.34%

Scenario Input:

Public workshop participants were asked to provide input on scenarios, or groupings of projects, on Highway 1, Soquel/Freedom, and the Rail ROW in order to provide some information on views on potential future transportation systems in Santa Cruz County. At the public workshop participants could indicate a yes or no to express their preference for each scenario. Yes was assigned a 1 and no was assigned 0 to generate an average scenario rating for each workshop.

Figure 8: Scenario Selections

