



Santa Cruz County Unified Corridors Investment Study Survey January – March 2017

Survey Results Summary

- Total survey participants: 3,405
- Time period: January 6, 2017 to March 3, 2017
- Availability: Interactive web-based survey tool supported by MetroQuest <https://sccrtc-ucs.metroquest.com> and distributed in hard copy
- Notices and outreach: newspapers hardcopy and online, news releases and enews, social media, partner agencies
- Purpose: Solicit input on the community's transportation priorities, projects and preferences including outcomes and project types to support development of Unified Corridor Study goals and scenario analysis
- Survey type: Individuals decide whether to access and complete the survey, and it is possible for individuals to complete the survey more than once. Participants were not selected randomly and may not be representative of the entire Santa Cruz County population; therefore, the survey results cannot be assumed to be statistically valid.

❖ **Demographic Characteristics:** Survey participants were invited to provide information about their age, place of residence, car ownership, and employment status. Of total survey participants, 80% provided the following demographic information:

- Age: 65% 50 and older, 28% ages 30-49, 7% 29 and younger
- Place of residence:

City of Santa Cruz	28.95%
Aptos/Sea Cliff/Rio Del Mar	20.92%
Live Oak	10.53%
Capitola/Soquel	10.35%
Watsonville	8.79%
Other parts of Santa Cruz County	7.75%
San Lorenzo Valley	7.56%
Scotts Valley	4.20%
North Coast (e.g. Davenport)	0.69%
UCSC campus	0.25%

- Car ownership: 64% own a car and drive often, 33% own a car and drive it a few days a week or rarely use it, 1% do not own a car, but have access to a car and 2% don't have a license, don't drive or don't have access to a car.



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- Employment: 52% employed full-time, 27% are retired and 12% employed part time and 9% either a student, unemployed or something else.
- ❖ **Transportation Priorities:** Participants were asked what transportation priorities are most important to them. Of total survey participants, 95% ranked transportation priorities.

2 Your Top Priorities

What to do Next Task

Order your top 5 items
↑ above this line ↑

Better connections

Low cost options

Travel time

Reliable choices

Travel without a car

Move the most people

Minimize emissions

Improve safety

What transportation options are most important to you?

Please drag 5 of the items above the line in your preferred order.

Suggest another item

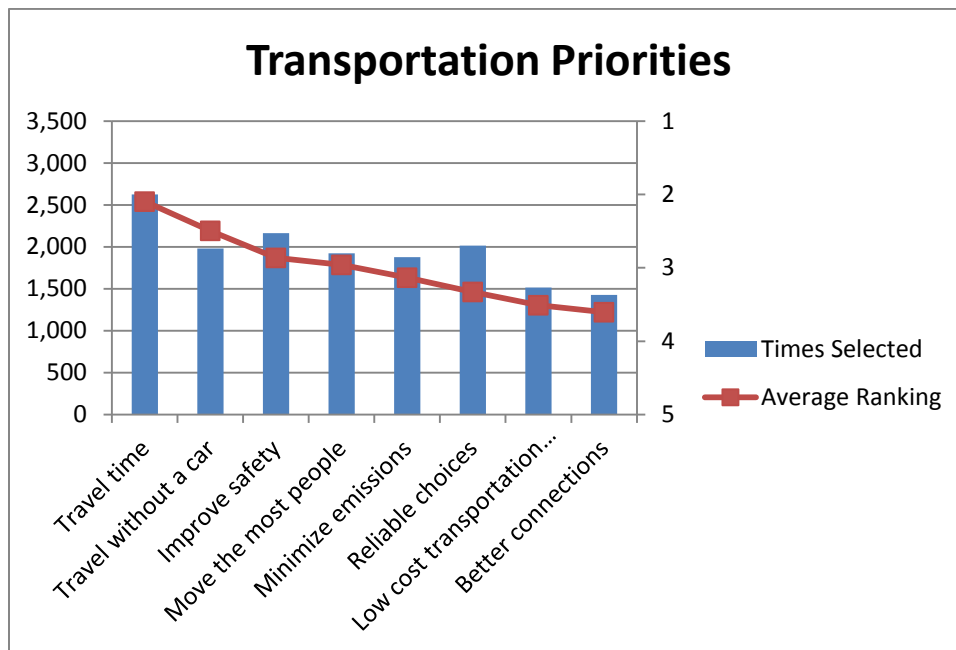
Indicators of the **most important transportation priorities** to the community based on survey responses are: number of times transportation priority was ranked, average ranking of transportation priority and the comments provided.

1. Number of times a transportation priority was selected by survey participants:
 - **Travel time** was the most frequently selected transportation priority, with **78%** of survey participants selecting travel time
 - **Improved safety** was the second most frequently selected transportation priority, with **67%** of survey participants selecting improved safety
 - **Reliable choices** was the third most frequently selected transportation priority with **62%** of survey participants selecting reliable choices
2. Average ranking of a transportation priority (on a scale of 1-5 with 1 being the most important):
 - **Travel time** was most highly ranked transportation priority, with an average ranking of **2.1**



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- **Travel without a car** was the second most highly ranked transportation priority, with an average ranking of **2.5**
- **Improved safety** was the third most highly ranked transportation priority, with an average ranking of **2.9**

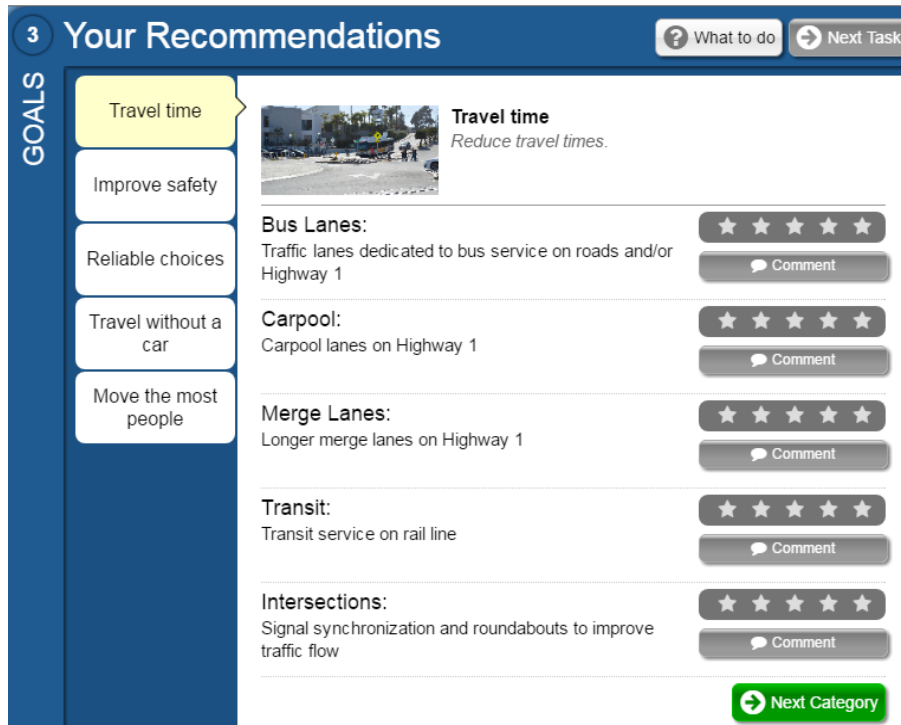


3. **Comments:** 297 comments were submitted by 280 survey participants regarding transportation priorities. Comments can be categorized as:
- reemphasizing the importance of transportation priorities identified in the survey
 - identifying a new priority not listed in the survey including equitable distribution of impacts, enforcement and education, travel with car, protect neighborhoods, and improve health
 - providing input on a project type or service



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- ❖ **Transportation Project Types:** Participants were asked to identify how important each transportation service is in addressing their priorities. Of total survey participants, 91% rated transportation project types.



Indicators of the **most important transportation project types** to the community based on survey responses are: number of times the project type was rated 5 stars across all priorities; the number of times the project was rated 1 star across all priorities; the highest and lowest rated project type for each priority; and the average rating for each project type across all priorities. Five stars is the highest rating for project types and 1 star is the lowest rating.

1. Number of times the project type was ranked 5 stars, the highest rating, across all priorities:
 - **Bike and walk facilities** was the project type most frequently rated 5 stars (3,500 times)
 - **Transit along the rail line** was the second most frequently rated project type with 5 stars (2,533 times)
2. Number of times the project was rated 1 star, the lowest rating, across all priorities:



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- **Transit along the rail line** was the project type most frequently rated 1 star or less (1,603 times)
- **Traffic lanes dedicated to bus on roadways or highway 1** was the second most frequently rated project type with 1 star or less (1,037 times)

3. Project type rating by priority:

Priority	Project Type with Highest Rating	Rating	Project Type with Lowest Rating	Rating
Travel Time	Intersection Improvements	4.2	Dedicated Bus Lanes	2.6
Travel without a Car	Bike and Walk Facilities	4.5	Transit on Rail Line	3.5
Improve Safety	Buffered Bike Lanes	4.1	Merge Lanes	3.4
Move the Most People	Bike and Walk Facilities	3.8	Dedicated Bus Lanes	2.8
Minimize Emissions	Bike and Walk Facilities	4.3	Rail Freight	3.2
Reliable Choices	Traveler Information	3.6	Bus Priority	2.9
Low Cost Options	Bike and Walk Facilities	4.2	Reduced cost Transit Fares	3.5
Better Connections	Park and Ride	3.9	Bike Stations	2.8

4. Average rating of project type across all priorities:

Project	Scoring across all priorities	Project	Scoring across all priorities
Bike and Walk	4.2	Bus	3.5
Intersection Improvements – traffic flow	4.2	Bike Parking	3.5
Bike lanes	4.1	Transit Fares	3.5
Multiuse path	4.0	Merge Lanes	3.5
Park and Ride	3.9	Transit on Rail Line	3.4
Access to More Transit	3.7	Rail	3.2
Sidewalk Crosswalks	3.7	Incident Management	3.2
Intersection Improvements - safety	3.7	Carpool	3.1
Demand Management	3.7	Bus Priority	2.9
Travel Information	3.6	Bike Stations	2.8
Electric Vehicles	3.6	Bus Lanes	2.7
Bus Stops	3.5		



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5. Comments: 3,178 comments were submitted regarding transportation project types by 780 participants. Comments can be categorized as:

- reemphasizing the importance of project types already identified in the survey
- proposing projects types not included in the survey including: rail transit on Highway 1, self driving cars, education and enforcement, multimodal transportation hubs, adding general purpose lanes to Hwy 1, on demand transit, adding a commuter through lane to Hwy 1, converting a general purpose lane to HOV, adding a toll lane during peak periods, bike signal priority, auto connections between Capitola Rd and Bay Ave and between Broadway and Brommer, reducing the number of highway ramps, adding more off ramps, rail only on rail corridor, personal rapid transit, neighborhood bus services, smaller transit buses/vans, add lanes to Capitola Rd, remove 4 way stops, electric bicycle and vehicle infrastructure and education

❖ **Transportation Preferences:** Participants were asked to identify which alternative they prefer. Of total survey participants, 91% rated transportation project types.

4 Your Preferences

TRADE OFFS

Safety Roadway Design Transit Travel Lanes Bicycling

Safety

Choose the option that best shows which tradeoff you prefer

Faster travel speeds for automobiles

1 2 Neutral 4 5

Fewer serious collisions

Daily Herald

Beltime.gov

Previous Optional Comment Next Tradeoff

Three indicators of **transportation preferences** that are most important to the community based on survey responses are: where the middle toggle (“neutral”)

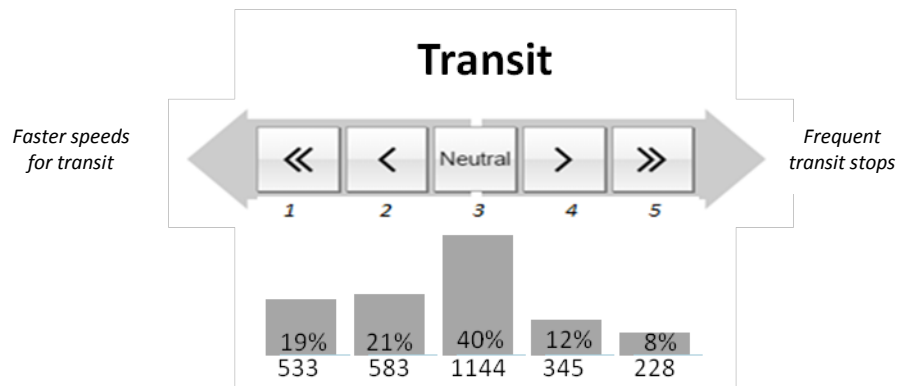


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was the most frequently selected preference; where both of the end toggles (“1” and “5”) were the most frequently selected; and, where one of the end toggles (“1” or “5”) were the most frequently selected.

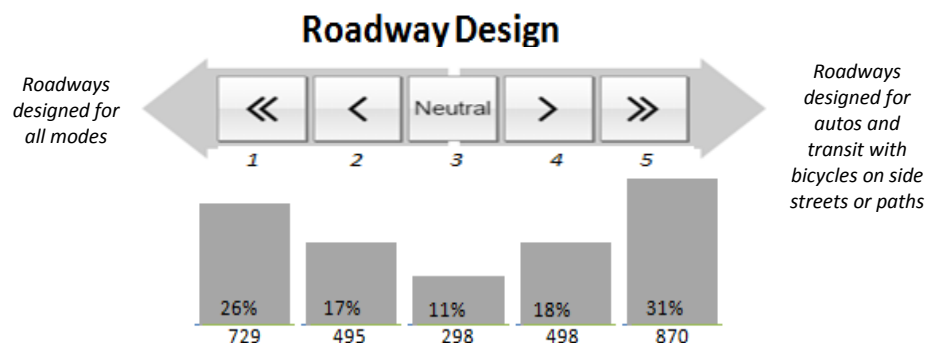
1. The middle toggle (“neutral” or “3”) was most frequently selected, indicating that the tradeoffs should be balanced for :

- **transit service**, with 40% of participants selecting the middle toggle (“neutral” or “3”) for *faster transit service and frequent transit stops*.



2. Both end toggles (“1” and “5”) were the most frequently selected, indicating that members of the community had different preferences for:

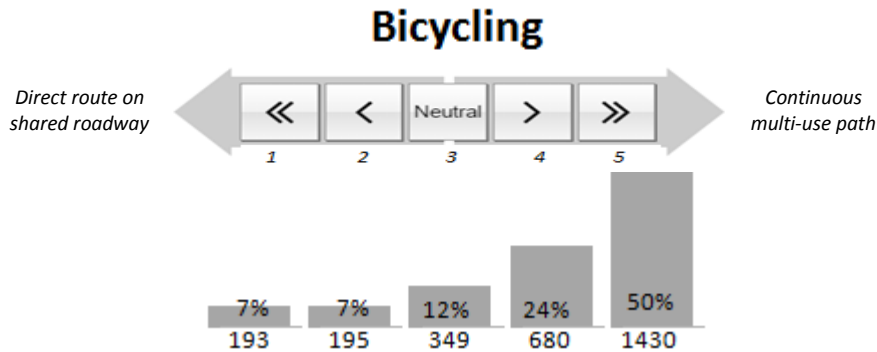
- **roadway design**, with 26% selecting the end toggle “1” indicating *roadways designed for all modes* and 31% selecting the end toggle “5” indicating *roadways designed for autos and transit with bicycles on side streets or paths*. The remaining 43% distributed relatively evenly on toggles “2,3,4” between these preferences.



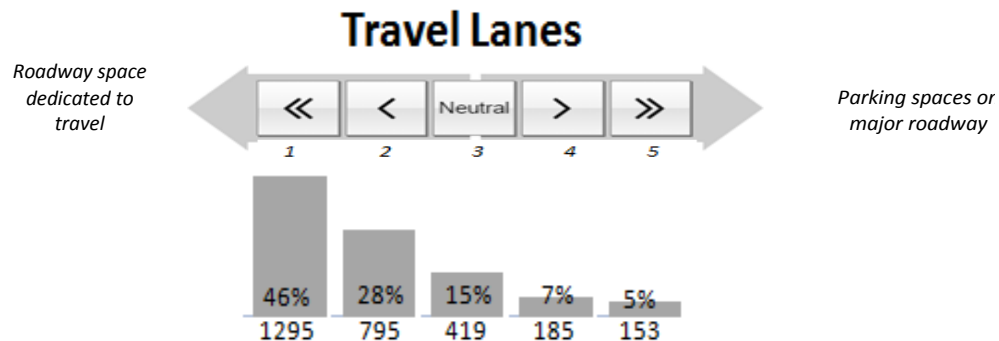


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3. Responses where one side of the scale (“1,2” or “4,5”) was most frequently selected indicating a community preference for one alternative) for:
- **Bicycling**, with 74% of participants selecting “4 or5” for *bicycling longer distance on a continuous multi-use path* when presented with the alternative of *a direct route on a shared roadway*



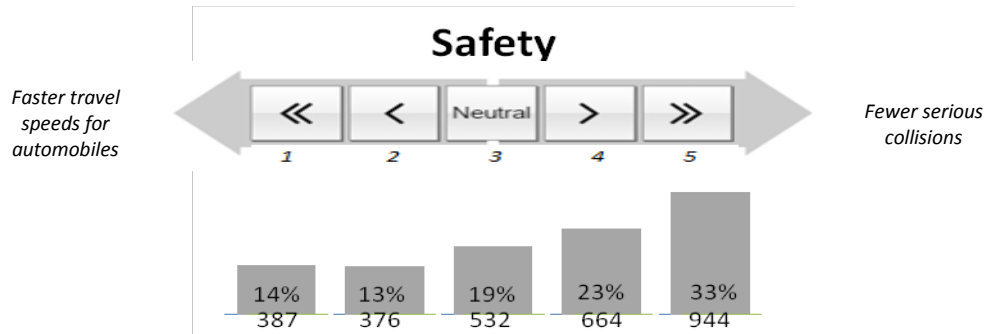
- **Travel lanes**, with 74% of participants selecting “1,2” for *roadway space dedicated to travel* when presented with the alternative of providing *parking spaces on major roadway*



- **Safety**, with 56% of participants selecting “4,5” for *fewer serious collisions* when presented with the alternative of *faster travel speeds for automobiles*



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Comments: 662 comments were submitted by 334 participants regarding transportation preferences. Comments can be categorized as:

- reemphasizing the importance of one or the need to balance preferences
- reflecting alternative preferences such as stating that routes should be designed for: biking and walking; walking and taking transit; buses only, cars only, and that bicycle facilities should be provided on all streets, and the need to reduce congestion
- communicating the need for context sensitive designs with references to: the relationship between the speed of automobiles and the design of bicycle facilities (i.e sharrows, bike lanes), the importance of parking (i.e available alternative parking options, shared parking, parking behind stores), proximity to businesses and other land uses, inclusion of or removal of bicycle facilities, impacts on neighborhoods, moving bicycling and pedestrian facilities to side streets) and transit services (i.e. transit stops, faster service and on time performance)
- reemphasizing specific projects types: transportation by train, bus only lanes, multi-modal hubs, including transit, and multi-use paths
- proposing project types not listed in the survey such as: reversible commuter lane on Highway 1, widening Highway 1, autonomous vehicle lanes, neighborhood transit services, streets closed to automobiles, back in parking, parking garages, parking behind stores, bus pullouts, direct transit services to senior living facilities, smaller transit vehicles, on demand traffic services such as Uber and Lyft, bike racks on buses, bus travel only on highways, personal rapid transit
- proposing to not consider project types including bus service, bus only lanes, or projects that involve removing parking on major roadways, train services on the rail corridor, or cycle tracks
- suggesting the role of intersection improvements in improving safety
- stating the value of education and enforcement of traffic laws
- appreciation and concern with survey design and functionality