



Santa Cruz County
Unified Corridors Investment Study Survey
May 2017

Survey Results Summary

- Total survey participants: 1,979
- Time period: May 16, 2017 to May 31, 2017
- Availability: Interactive web-based survey tool supported by MetroQuest <https://sccrtc-ucs.metroquest.com>
- Notices and outreach: online newspapers ads, eNews, social media
- Purpose: Solicit input on what projects on Highway 1, Soquel & Freedom, and the rail right-of-way are important to the community. The input will inform development of future transportation scenarios to be evaluated in the Unified Corridor Investment Study.
- 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, 84% provided the following demographic information:

- Age: 60% ages 50 and older, 32% ages 30-49, 8% ages 29 and younger
- Place of residence:

| | |
|----------------------------------|--------|
| City of Santa Cruz | 28.5% |
| Aptos/Sea Cliff/Rio Del Mar | 22.91% |
| Live Oak | 10.58% |
| Capitola/Soquel | 12.63% |
| Watsonville | 9.8% |
| Other parts of Santa Cruz County | 6.86% |
| San Lorenzo Valley | 4.51% |
| Scotts Valley | 2.83% |
| North Coast (e.g. Davenport) | 1.14% |
| UCSC campus | 0.24% |

- Car ownership: 66% own a car and drive often, 30% own a car and drive it a few days a week or rarely use it, 2% do not own a car, but have access to a car and 3% don't have a license, don't drive or don't have access to a car.



Santa Cruz County Unified Corridors Investment Study Survey May 2017

- Employment: 57% employed full-time, 22% are retired and 12% employed part time and 9% either a student, unemployed or something else.

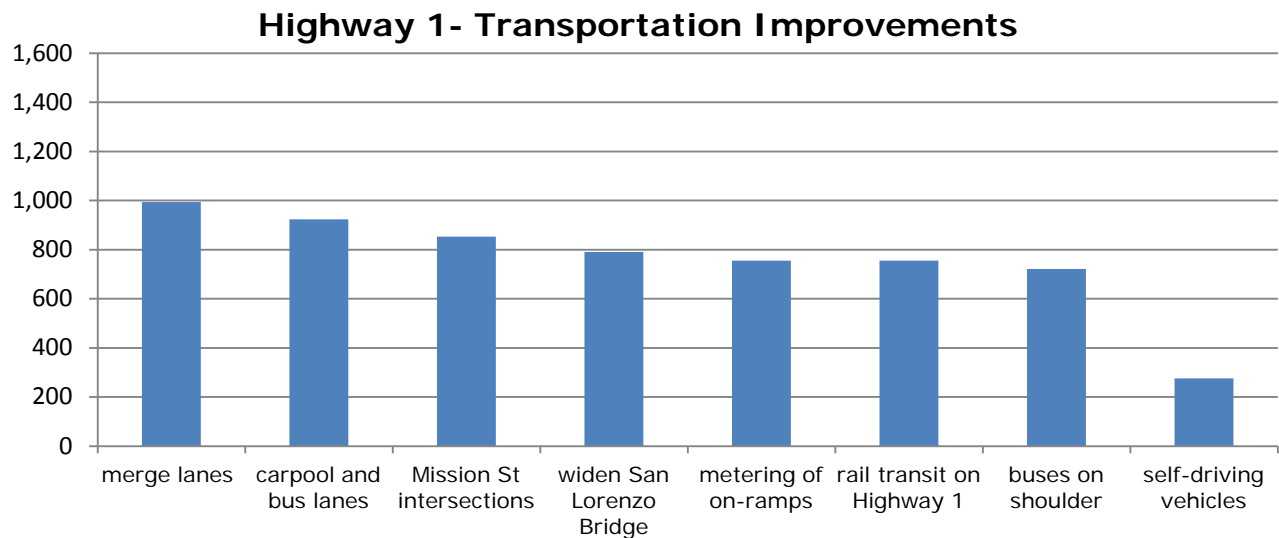
Transportation Improvements: Participants were asked what transportation improvements they think should be prioritized on Highway 1, Soquel Avenue/Drive & Freedom, and Santa Cruz Branch Rail Line. Of total survey participants, 74% of participants ranked the transportation priorities. Other participants provided comments and/or demographic information only.

Indicators of the most important transportation improvements to the community on Highway 1, Soquel & Freedom and Santa Cruz Branch Rail Line are: number of times transportation improvement was ranked, average ranking of transportation improvement and the comments provided.

1. Number of times a transportation priority was selected by survey participants:

Highway 1

- **Merge lanes** was the most frequently selected transportation project on Highway 1, with 66% of survey participants who prioritized projects on Highway 1 selecting merge lanes
- **Carpool and bus lanes** was the second most frequently selected transportation project on Highway 1, with 61% of survey participants who prioritized projects on Highway 1 selecting carpool and bus lanes



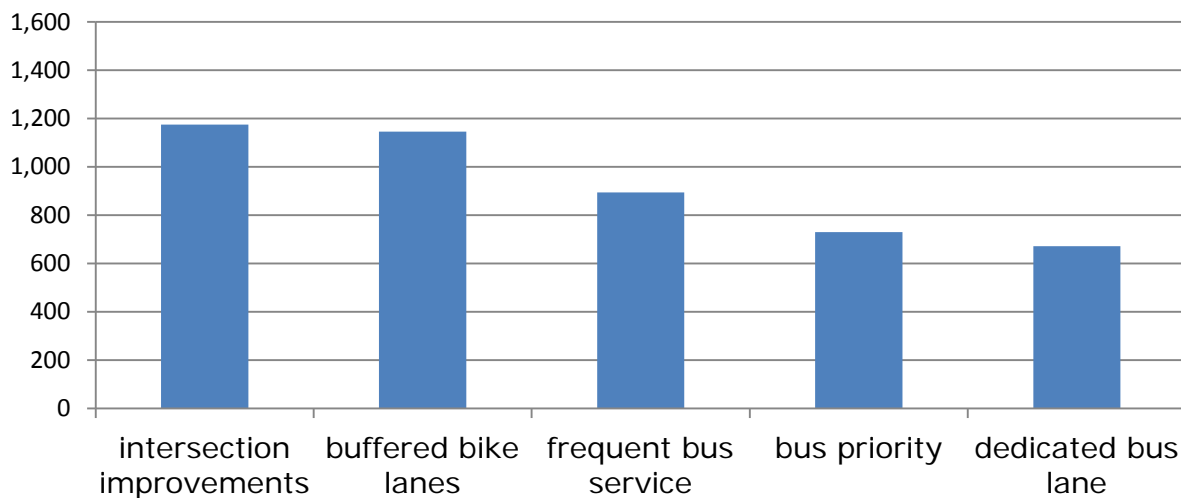


Santa Cruz County Unified Corridors Investment Study Survey May 2017

Soquel Avenue/Drive and Freedom Boulevard

- **Intersection improvements** for automobiles and bicycles and pedestrians was the most frequently selected transportation project on Soquel Avenue/Drive and Freedom Boulevard, with 82% of survey participants who prioritized improvements on Soquel and Freedom selecting intersection improvements.
- **Buffered bike lanes** was the second most frequently selected transportation project on Soquel Avenue/Drive and Freedom Boulevard with 80% of survey participants who prioritized improvements on Soquel and Freedom selecting buffered bike lanes.

Soquel & Freedom Transportation Improvements



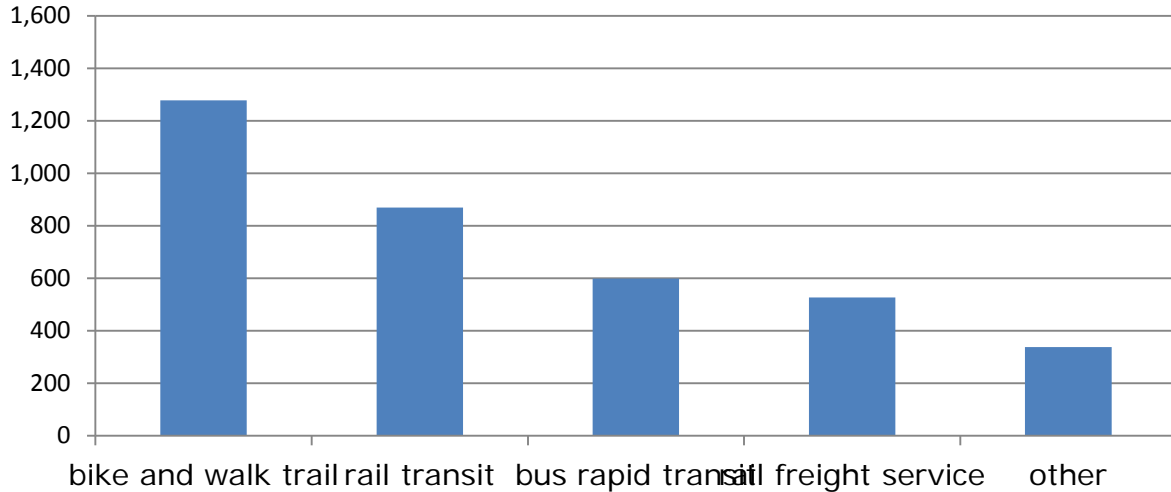
Rail Line

- **Bike and walk trail** was the most frequently selected transportation project on the Rail Line, with 87% of survey participants who prioritized projects on the rail line selecting bike and walk trail.
- **Rail transit** was the second most frequently selected transportation project on the Rail Line with 59% of participants who prioritized projects on the rail line selecting rail transit.



**Santa Cruz County
Unified Corridors Investment Study Survey
May 2017**

Rail Line- Transportation Improvements



2. Average ranking of a transportation project (on a scale of 0-5 with 5 being the most important):

| Transportation Project | Average Rank |
|--|---------------------|
| <i>Rail Line- bike and walk trail</i> | 3.89 |
| <i>Soquel & Freedom- buffered bike lanes</i> | 3.27 |
| <i>Soquel & Freedom- intersection improvements</i> | 3.25 |
| <i>Rail Line- rail transit</i> | 2.53 |
| <i>Highway 1- merge lanes</i> | 2.30 |
| <i>Soquel & Freedom- frequent bus service</i> | 2.15 |
| <i>Highway 1- carpool and bus lanes</i> | 2.08 |
| <i>Highway 1- rail transit</i> | 1.90 |
| <i>Highway 1- Mission St intersections</i> | 1.65 |
| <i>Highway 1- widen San Lorenzo Bridge</i> | 1.64 |
| <i>Highway 1- metering of on-ramps</i> | 1.60 |
| <i>Rail Line- bus rapid transit</i> | 1.43 |
| <i>Highway 1- buses on shoulder</i> | 1.40 |
| <i>Soquel & Freedom- bus priority</i> | 1.42 |
| <i>Soquel & Freedom- dedicated bus lane</i> | 1.30 |
| <i>Rail Line- rail freight service</i> | 1.07 |
| <i>Rail Line- other</i> | 0.55 |
| <i>Highway 1- self-driving vehicles</i> | 0.54 |



Santa Cruz County
Unified Corridors Investment Study Survey
May 2017

Comments:

Highway 1

636 comments were submitted in the Highway 1 transportation portion of the survey. In general, comments reemphasized priority for transportation improvements selected including merge lanes, carpool and bus lanes, ramp metering and rail transit on Highway. Other comments discussed the lack of priority for the projects listed in the survey particularly self driving vehicles and the concern that they would only be for wealthy people. There were many comments requesting that Highway 1 be widened for general purpose lanes and conversely that there be no highway widening. Other suggestions include a through lane for commute traffic, motorcycle lanes on center shoulders, free bus passes, improved pedestrian crosswalks and sidewalks on Mission St., reversible lane on Highway 1, incentives for employers to stagger commute times and shift school start times after morning peak traffic. A few comments referenced investments on other routes.

Soquel & Freedom

258 comments were submitted in the Soquel & Freedom transportation investments portion of the survey. In general, comments reemphasized priority for transportation improvements selected including buffered bike lanes and intersection improvements and priorities to not invest in dedicated bus lanes. Some comments introduced new transportation investments including on-demand transit and smaller transit vehicles. Other comments referred to the importance of bike safety. A few comments referenced investments on other routes.

Rail Line

554 comments were submitted in the rail line transportation investments portion of the survey. In general, comments reemphasized the priorities for the transportation improvements selected, including indications of support for a trail, rail, bus rapid transit, rail and trail, and freight service and the priorities to not invest in rail, bus rapid transit, freight service, and a trail. Additional comments described the value of investing in new technologies including autonomous vehicles and electric vehicles to provide transportation services on the rail line, considerations for the location of transit stations and parking near stations, the potential for use of the rail right-of-way for utilities and the value of studying transportation services on the rail. A few comments referenced investments on other routes.