

Appendix C



Outreach/ Survey Details (DRAFT)

Revised: October 23, 2017

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Outreach/Survey Data

This report provides additional detail of the interactive web map survey that was created to allow community members to share thoughts and ideas on transportation issues and opportunities at specific locations in Redwood City, discussed in Chapter 3 of the Plan. The survey was available on the Project's website from early-March until mid-July 2017. A total of 808 respondents provided 2,039 survey responses. The survey website was visited 1,088 times.

Survey Respondents' Demographics and Mode Choice Data

Respondents recorded their age, gender, and ethnicity. Survey respondent gender and American Community Survey (ACS) 2011-2015 data for Redwood City is summarized in **Table C-1**.

Table C-1: Summary of Survey Respondents' Gender

	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
Male	190	40%	50%
Female	273	57%	50%
Other	13	3%	-
Question Not Answered	332	-	-
Total	808	100%	100%

1. Percent of respondents who answered the question (476).
2. ACS 2011-2015 Redwood City

Survey respondent age and American Community Survey (ACS) 2011-2015 data for Redwood City is summarized in **Table C-2**.

Table C-2: Summary of Survey Respondents' Age

	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
18 years old or under	12	3%	24%
19 to 29 years old	36	8%	14%
30 to 39 years old	107	23%	17%
40 to 49 years old	133	29%	15%
50 to 59 years old	100	22%	13%
60 to 69 years old	44	9%	9%
70 years old or over	26	6%	8%
Question Not Answered	350	-	
Total	808	100%	100%

1. Percent of respondents who answered the question (458).
2. ACS 2011-2015 Redwood City

Survey respondents recorded how they would describe themselves (ethnicity). Their responses and American Community Survey (ACS) 2011-2015 data for Redwood City are shown in **Table C-3**.

Table C-3: Summary of Survey Respondents' Ethnicity

	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
Hispanic/Latino	74	15%	39%
American Indian or Alaskan Native	3	1%	0%
Asian, Asian Indian or Pacific Islander	41	8%	13%
Black or African American	4	1%	2%
Multi-ethnic	27	5%	3%
White/Caucasian	288	58%	43%
Decline to state	59	12%	-
Some other race alone	-		0.1%
Question Not Answered	312		-
Total	808	100%	100%

1. Percent of respondents who answered the question (496).
2. ACS 2011-2015 Redwood City

Respondents were asked if they live, work, or go to school in Redwood City, shown in **Table C-4**.

Table C-4: Summary of Survey Respondents' Connection to Redwood City

Connection to Redwood City	Number of Respondents	Percent of Respondents (%) ¹
Live	694	67%
Work or Go to School	297	29%
Visitor	37	4%
Total ²	1,028	100%

1. Percent of all respondent's answers (1028).

2. Total is greater than the total number of respondents (808) because some respondents both live and work or live and attend school in Redwood City.

Survey respondents also noted in which zip code they live, work, or go to school, shown in **Table C-5** and **Table C-6**. American Community Survey (ACS) 2011-2015 data for Redwood City residents by zip code is included in **Table C-5**.

Table C-5: Summary of Survey Respondents' Residency Zip Code

Area	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
Redwood Shores (94065)	52	8%	15%
Downtown/East of El Camino Real (94063)	159	25%	27%
South of Jefferson Avenue (94061)	260	42%	43%
North of Jefferson Avenue (94062)	153	25%	15%
Total Redwood City Zip Codes	624	100%	100%
Other	11	-	-
Did Not Note Zip Code	173	-	-
Total All Responses	808	-	-

1. Percent of respondents who answered the question (624).

2. Esri 2017 data by census block group.

Table C-6: Summary of Survey Respondents' Work or School Zip Code

	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
Redwood Shores (94065)	31	12%	38%
Downtown/East of El Camino Real (94063)	101	36%	48%
South of Jefferson Avenue (94061)	77	27%	8%
North of Jefferson Avenue (94062)	69	25%	6%
Total Redwood City Zip Codes	278	100%	100%
Other ³	19	-	
Did Not Note Zip Code	511	-	
Total All Responses	808	-	

1. Percent of respondents who answered the question (278).
2. Esri 2017 data by census block group.
3. Other includes North Fair Oaks (zip code 94025); though 94025 primarily includes residential areas of Menlo Park and thus would not accurately represent that area.

Table C-7 shows survey respondent's primary mode of transportation and American Community Survey (ACS) 2011-2015 data for Redwood City.

Table C-7: Summary of Survey Respondents' Primary Mode of Transportation

Mode	Number of Respondents	Percent of Respondents (%) ¹	Percent of Redwood City (%) ²
Bike	53	7%	2%
Walk	46	6%	3%
Caltrain	54	7%	5%
Public Bus	26	4%	
Private Bus/Shuttle	11	2%	-
Car - Alone	464	64%	73%
Car - Carpool	69	10%	10%
Other	-	-	7%
Question Not Answered	85	-	-
Total	808	100%	100%

1. Percent of respondents who answered the question (723).
2. ACS 2011-2015 Journey to Work (Commute)

Survey respondents were asked if they would be interested in using a different mode of transportation for their commute if better services or infrastructure were available. 542 respondents (73 percent) answered “yes” and 200 respondents (27 percent) answered “no”.

Survey respondents were asked what other mode of transportation they would be most interested in using for their commute. Their responses are shown in **Table C-8**.

Table C-8: Summary of Modes that Survey Respondents are Most Interested In (Commuting)

	Number of Respondents	Percent of Respondents (%) ¹
Bike	139	27%
Walk	34	7%
Caltrain	86	16%
Public Bus	122	23%
Private Bus/Shuttle	103	20%
Car - Alone	16	3%
Car - Carpool	22	4%
Question Not Answered	286	-
Total	808	100%

1. Percent of respondents who answered the question (522).

Positive and Issue/Challenge Locations - Survey Responses

Table C-9 shows the number of positive and issue/challenge locations noted by respondents by mode.

Table C-9: Summary of Survey Responses of Positive and Issue/Challenge Locations

Type of Pin Placed	Number of Pins	Percent of Pins (%)
Positive	506	25%
Issue / Challenge	1,533	75%
Total	2,039	100%

Respondents also noted which mode their positive or issue/challenge pin referred to, shown in **Table C-10**.

Table C-10: Positive and Issue/Challenge Locations By Mode

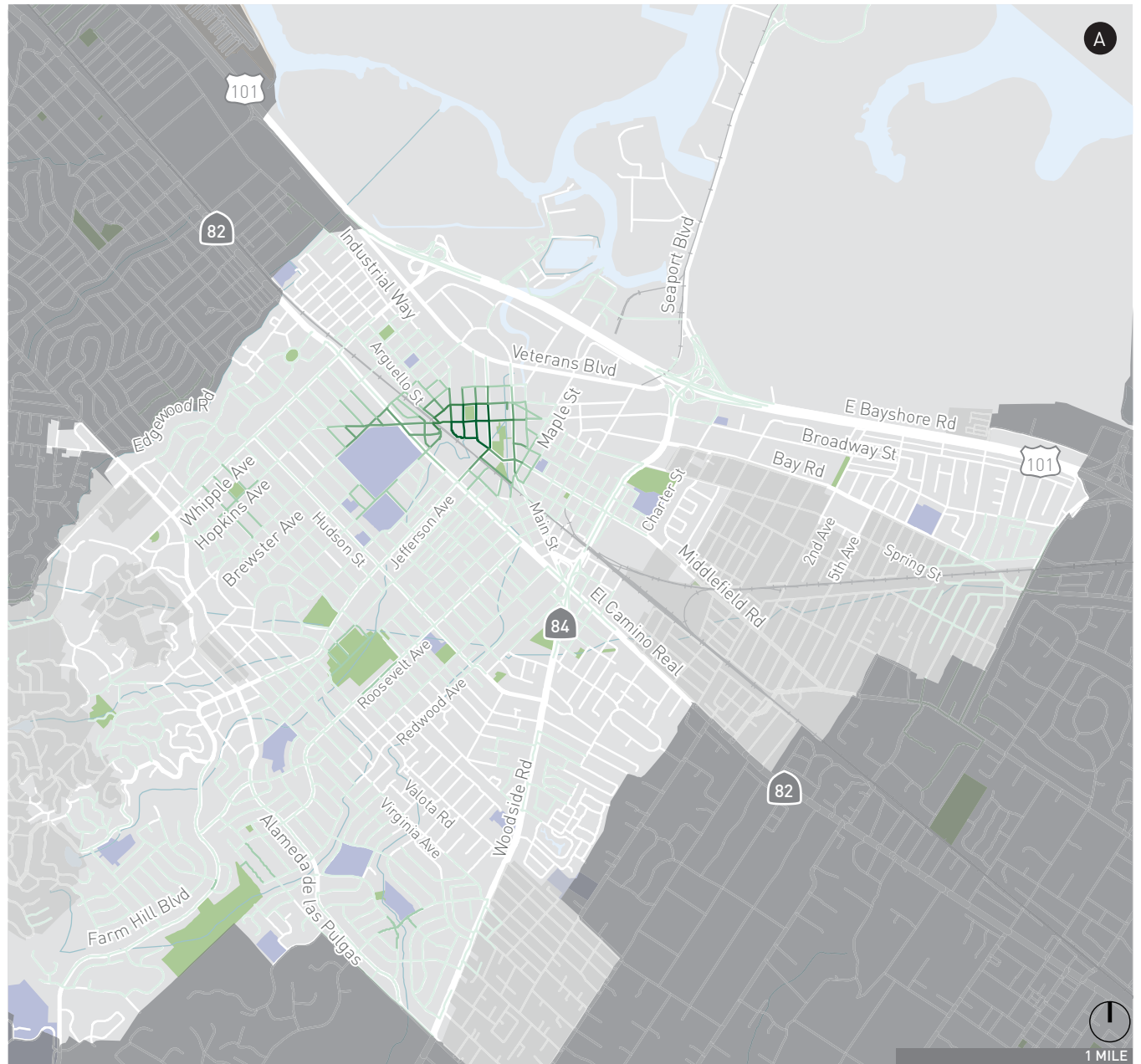
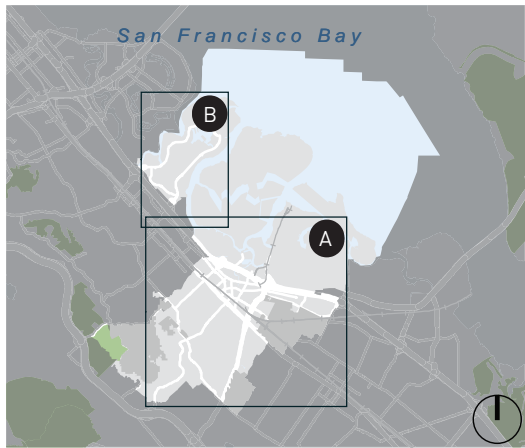
Mode	Positive		Issue/Challenge	
	Number of Pins	Percent of Pins (%)	Number of Pins	Percent of Pins (%)
Bike	114	23%	429	28%
Bus	34	7%	146	10%
Car	46	9%	411	27%
Train	53	10%	81	5%
Walk	239	47%	397	26%
Other	20	4%	69	4%
Total	506	100%	1533	100%

Survey respondents noted their preference for projects and programs to improve mobility in Redwood City. These results are shown in **Table C-11**.

Table C-11: Survey Pins by Category

Categories	Number of Pins	Percentage of Pins (%)
New or Improved Transit Service	211	10%
New or Improved Bicycle Facility	349	17%
New or Improved Pedestrian Facility	365	18%
Intersection Improvement (auto-only)	179	9%
Roadway Improvement (auto-only)	184	9%
Traffic Calming Project	57	3%
Parking Improvement (auto-only)	39	2%
New or Improved Connection	100	5%
Complete Street Enhancement	25	1%
Wayfinding Strategy	11	1%
Safe Route to School Project	35	2%
All Other	484	24%
Total	2,039	100%

Heat maps of positive and issue/challenge pins by mode are shown on **Figures C-1 to C-10**.



- Redwood City Limits
- Sphere of Influence
- Parks
- Schools
- Railroad

- Positive Pedestrian Responses
- Low
 - High

Figure C-1

Web Map Survey Heatmap of Positive Pedestrian Responses

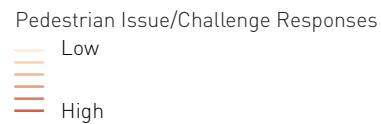
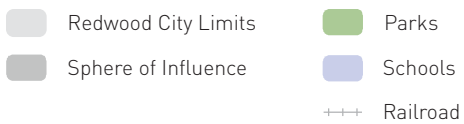
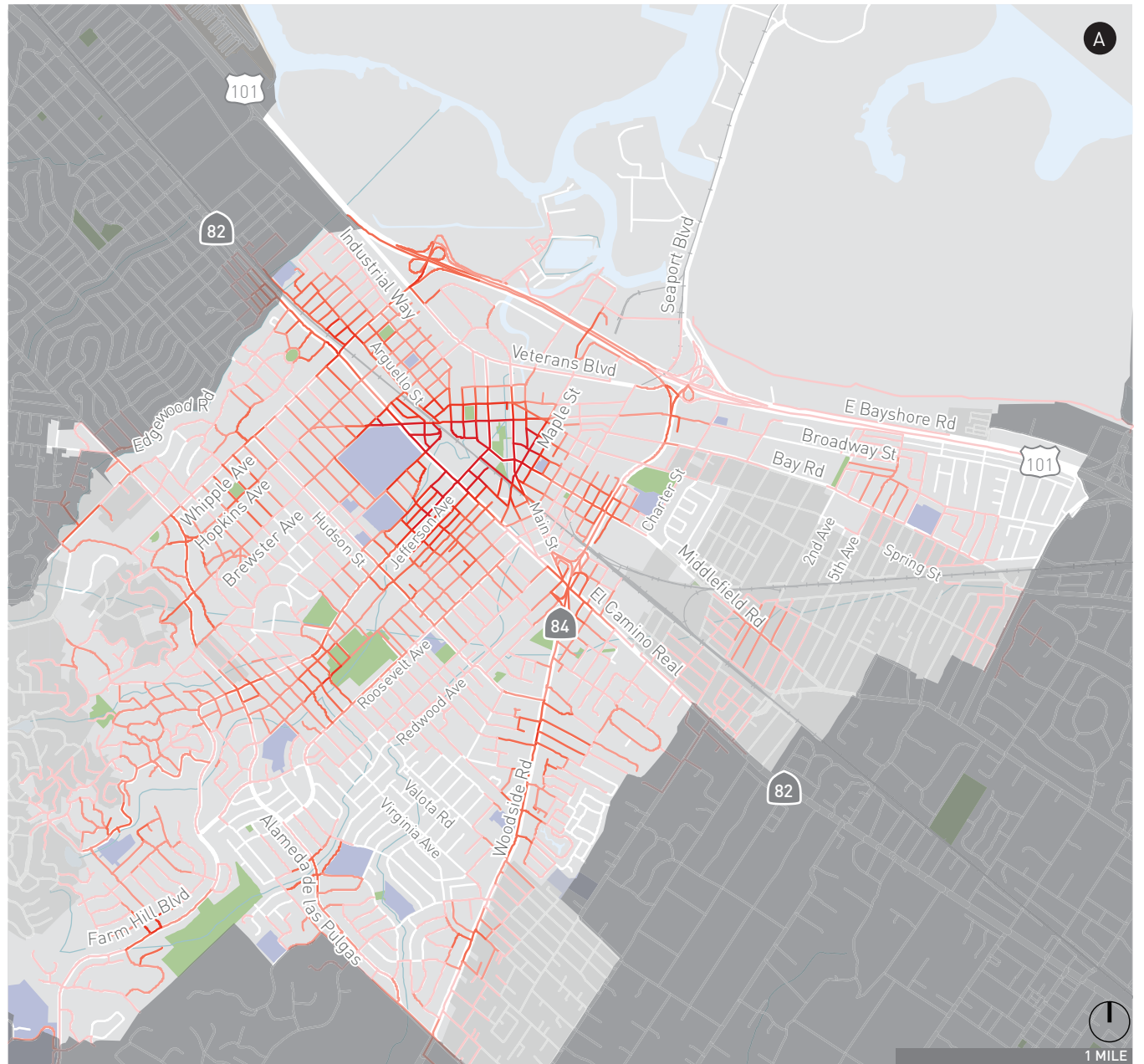
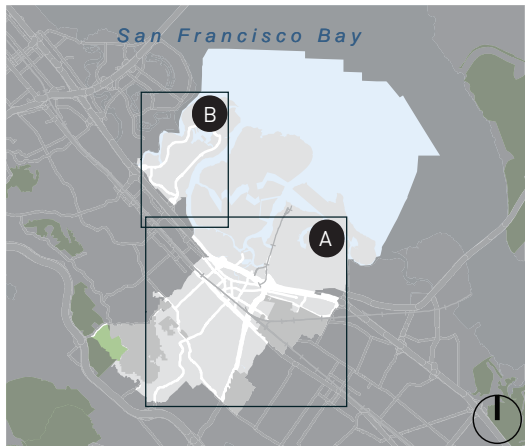
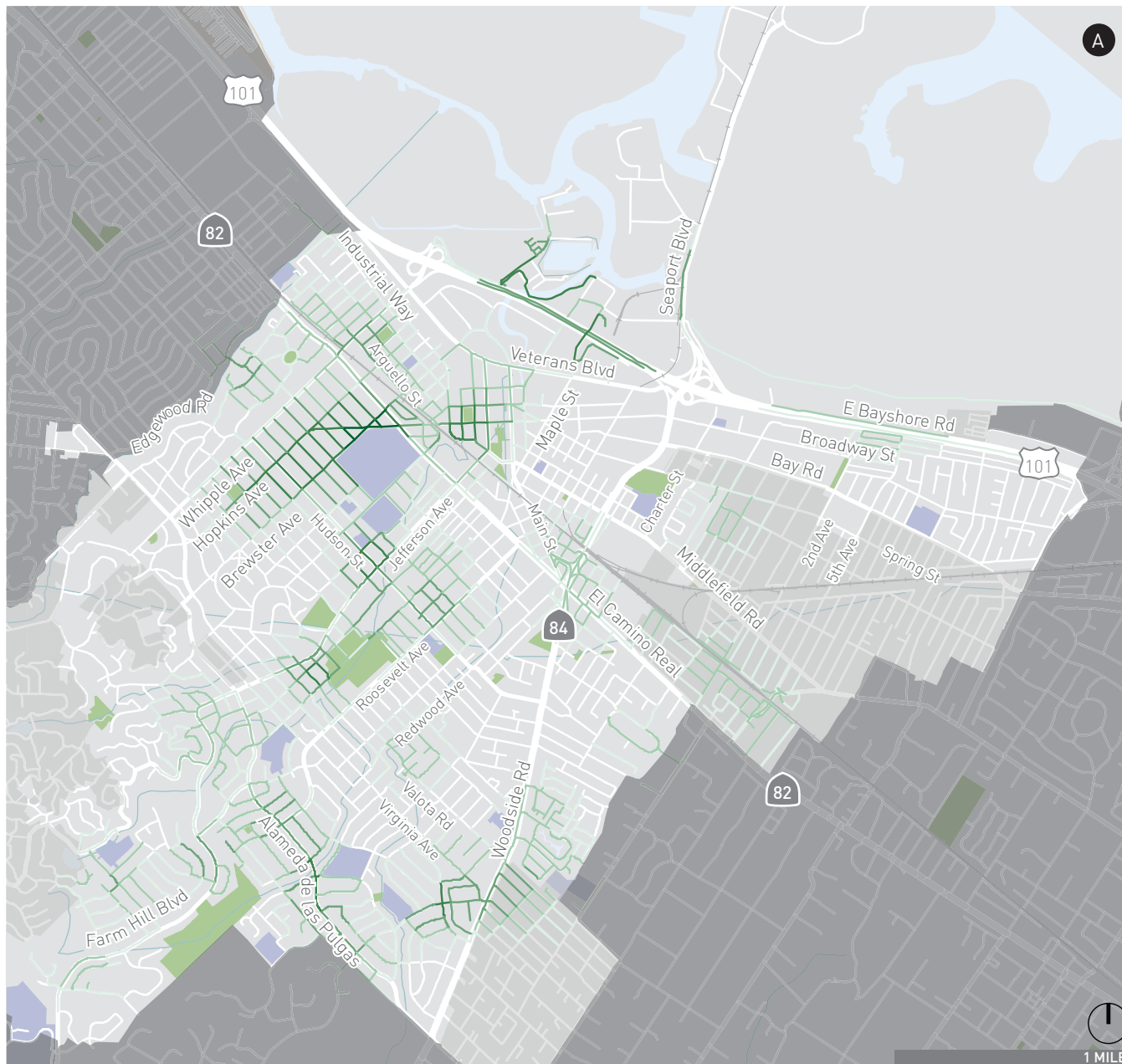
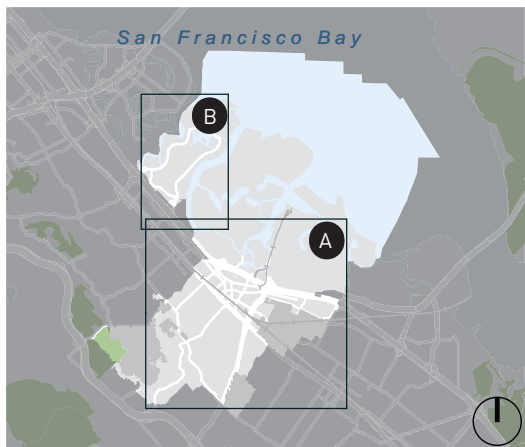


Figure C-2

Web Map Survey Heatmap of Pedestrian Issue/Challenge Responses



- Redwood City Limits
- Sphere of Influence
- Parks
- Schools
- Railroad

- Positive Bicycle Responses
- Low
- High

Figure C-3

Web Map Survey Heatmap of Positive Bicycle Responses

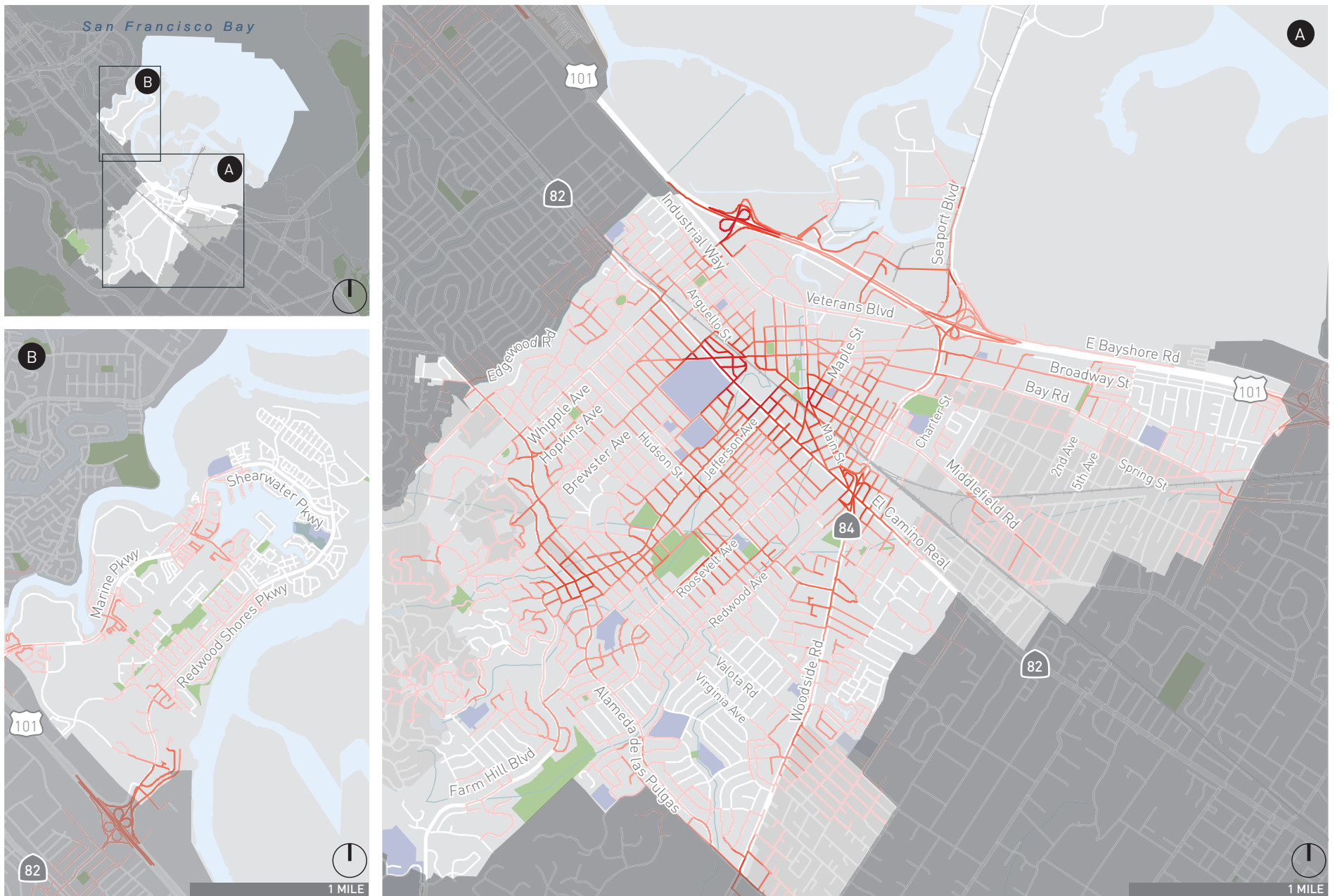
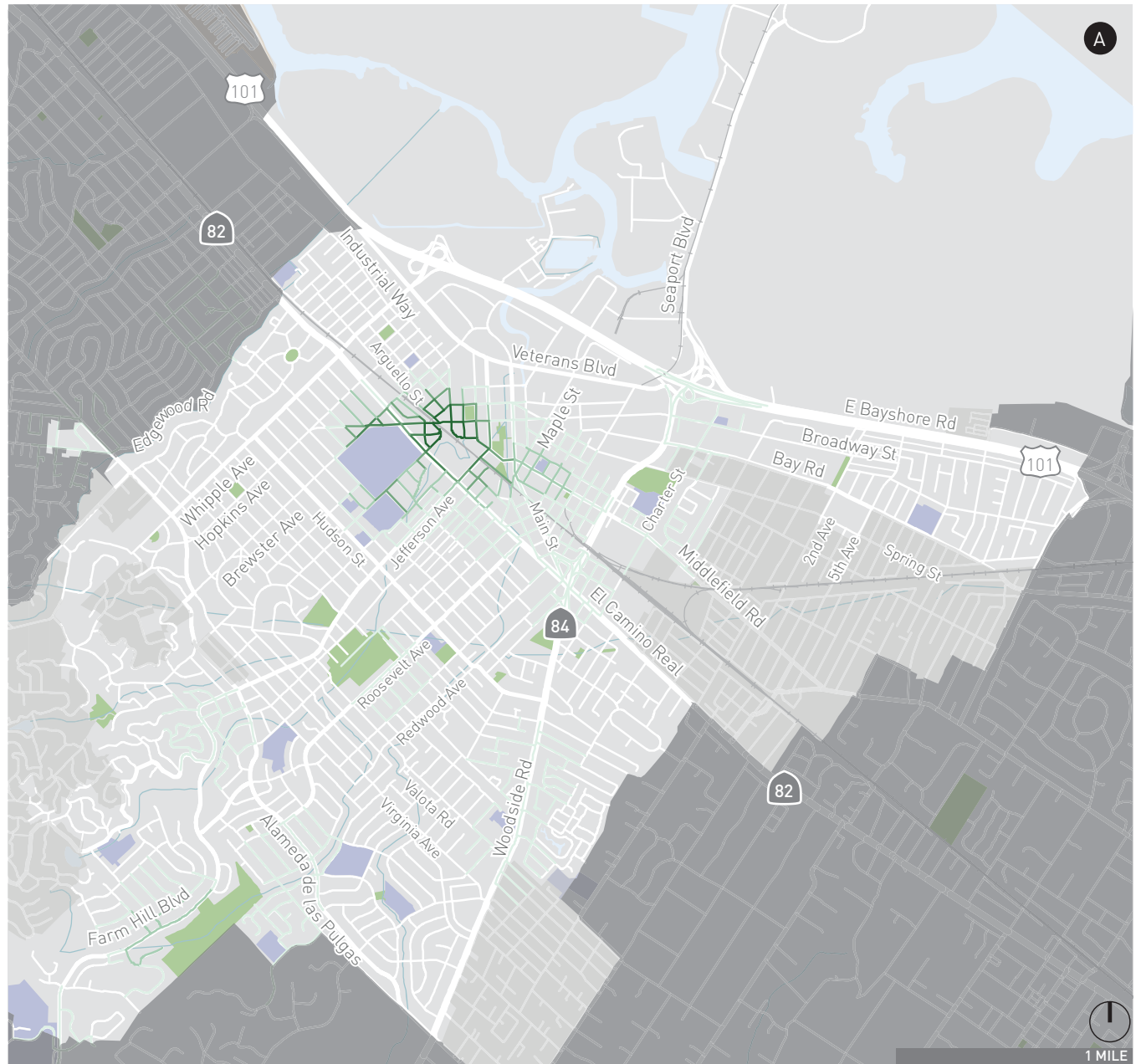
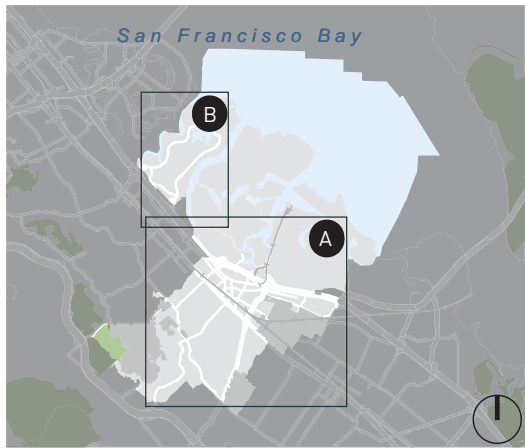


Figure C-4

Web Map Survey Heatmap of Bicycle Issue/Challenge Responses

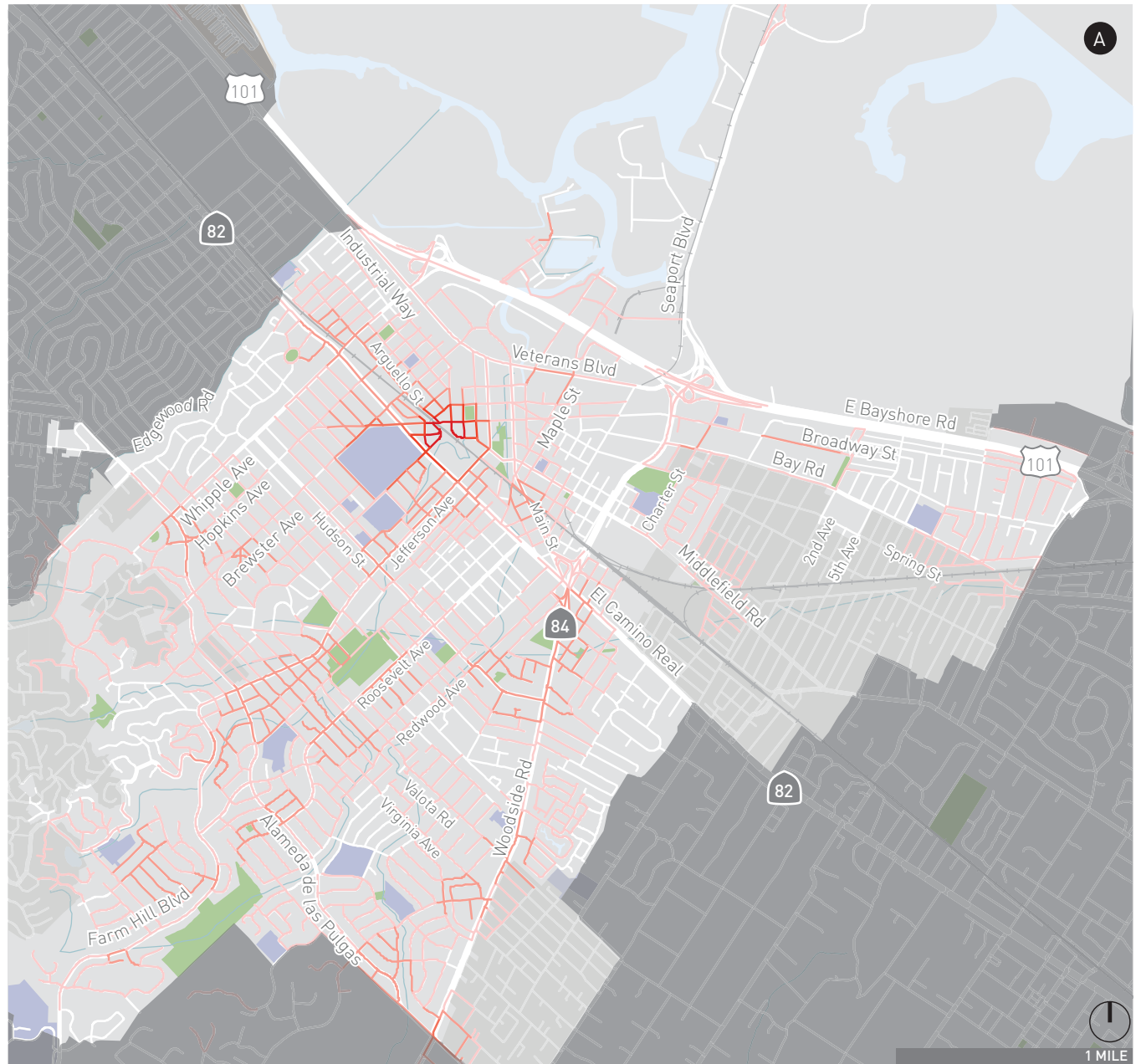
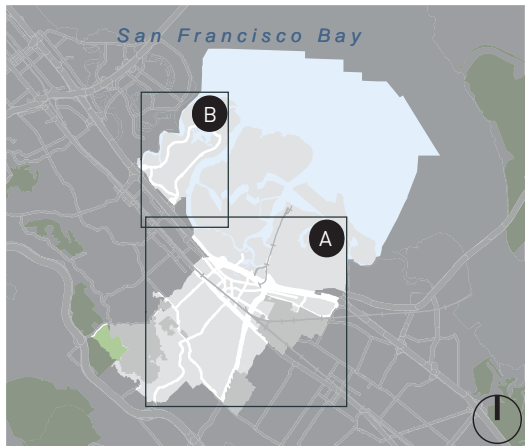


- Redwood City Limits
- Sphere of Influence
- Parks
- Schools
- Railroad

- Positive Transit Responses
- Low
- High

Figure C-5

Web Map Survey Heatmap of Positive Transit Responses



Redwood City Limits

Sphere of Influence

Parks

Schools

Railroad

Transit Issue/Challenge Responses

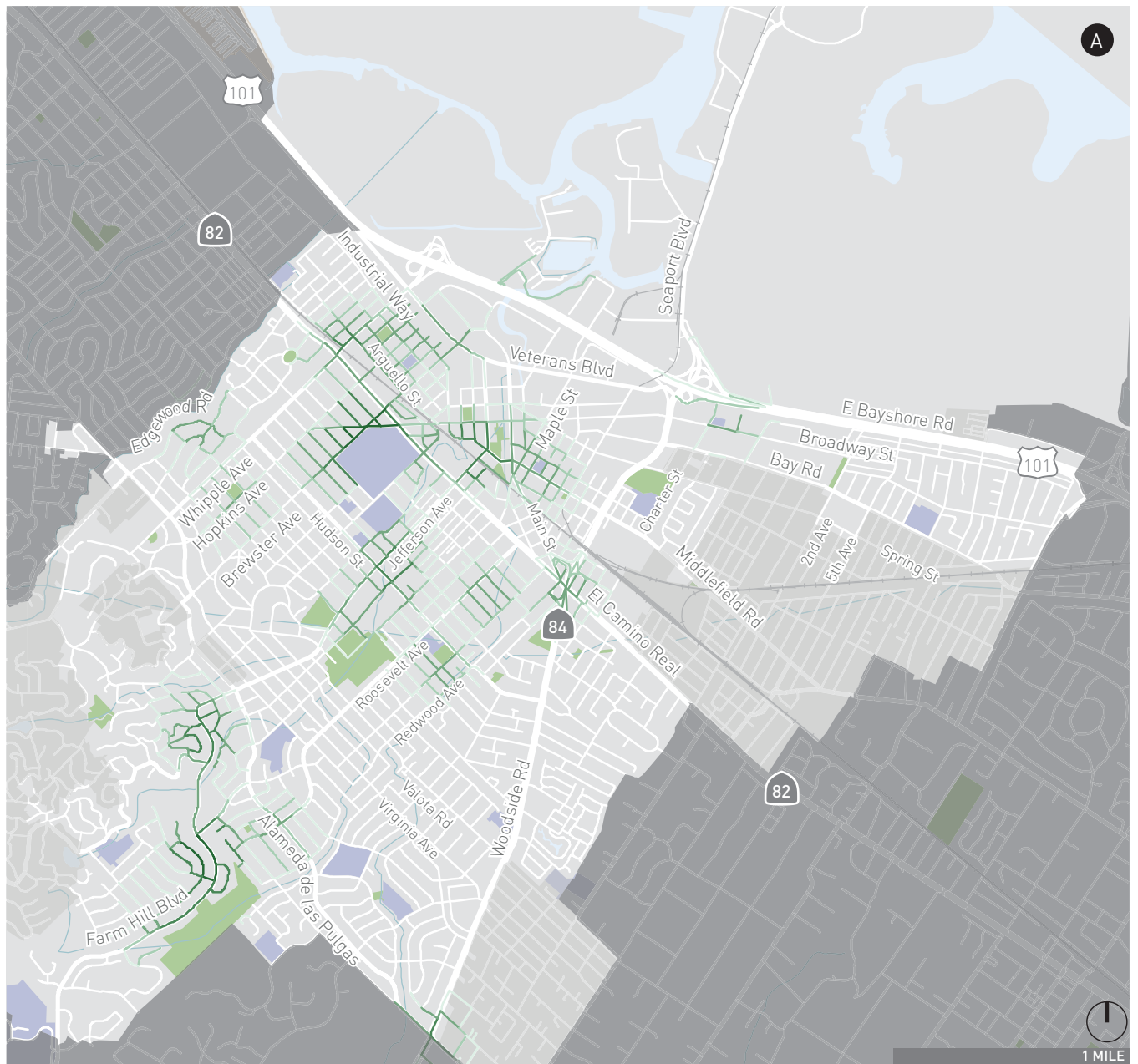
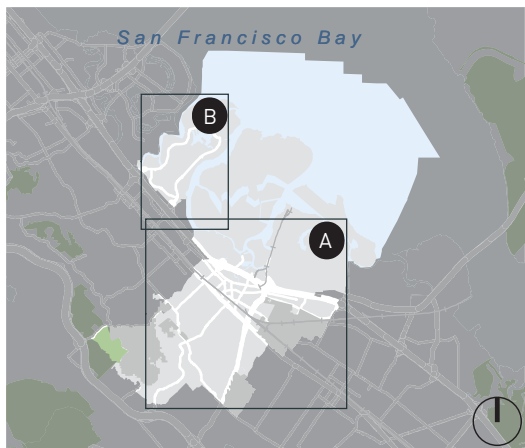
Low

High

Figure C-6

Web Map Survey

Heatmap of Transit Issue/Challenge Responses



- Redwood City Limits
- Sphere of Influence
- Parks
- Schools
- Railroad

- Positive Driving Responses
- Low
- High

Figure C-7

Web Map Survey Heatmap of Positive Driving Responses

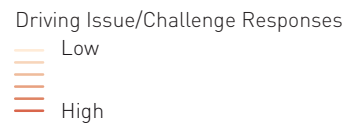
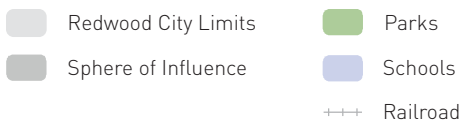
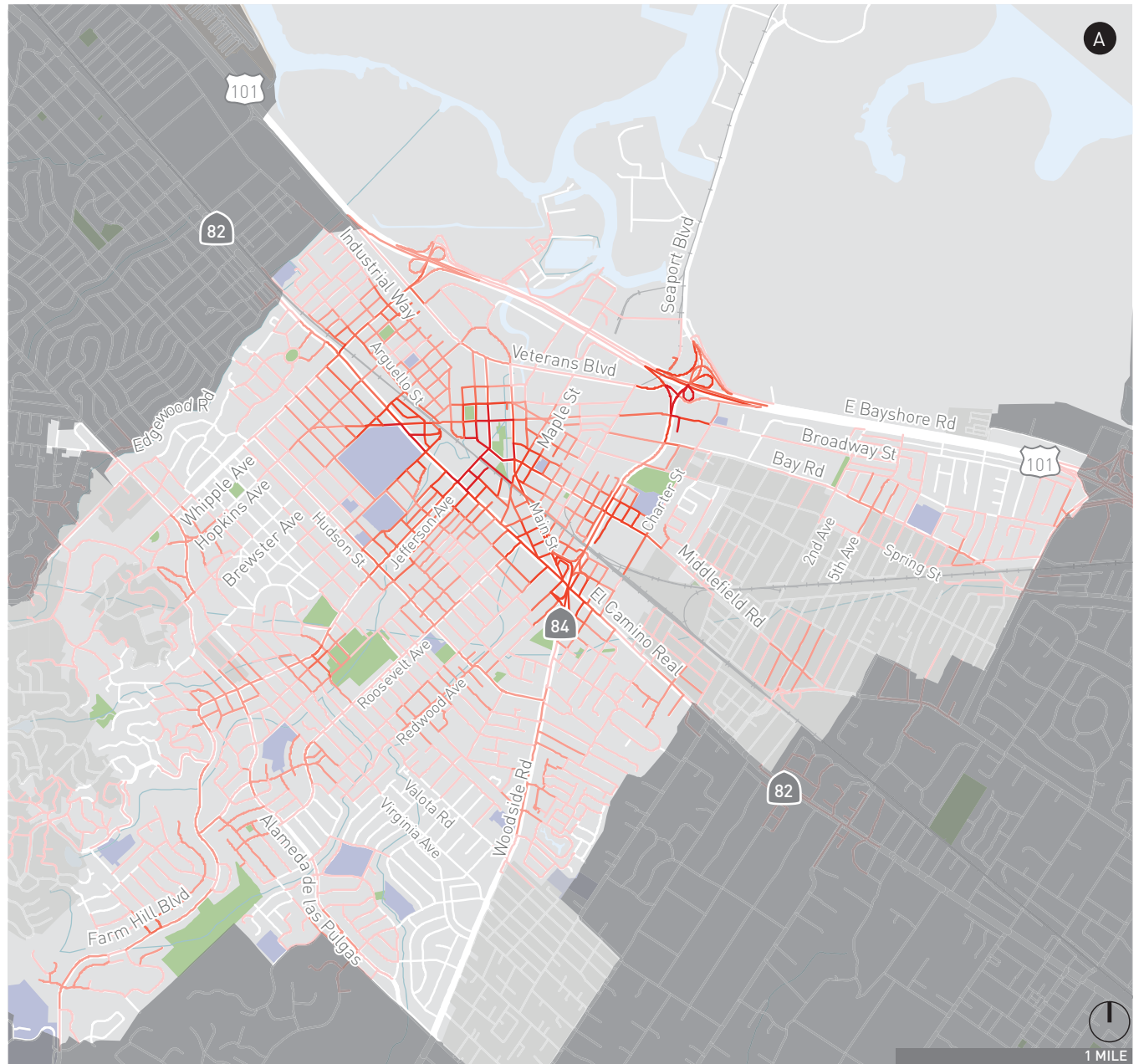
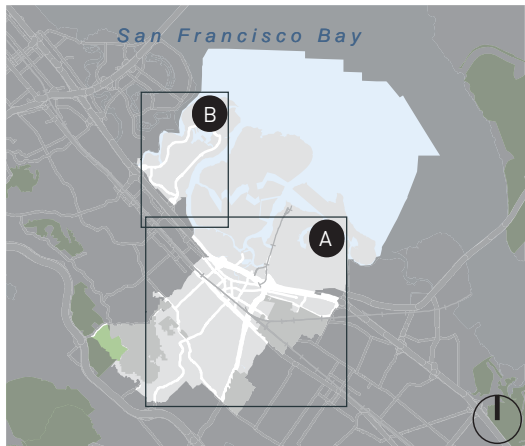
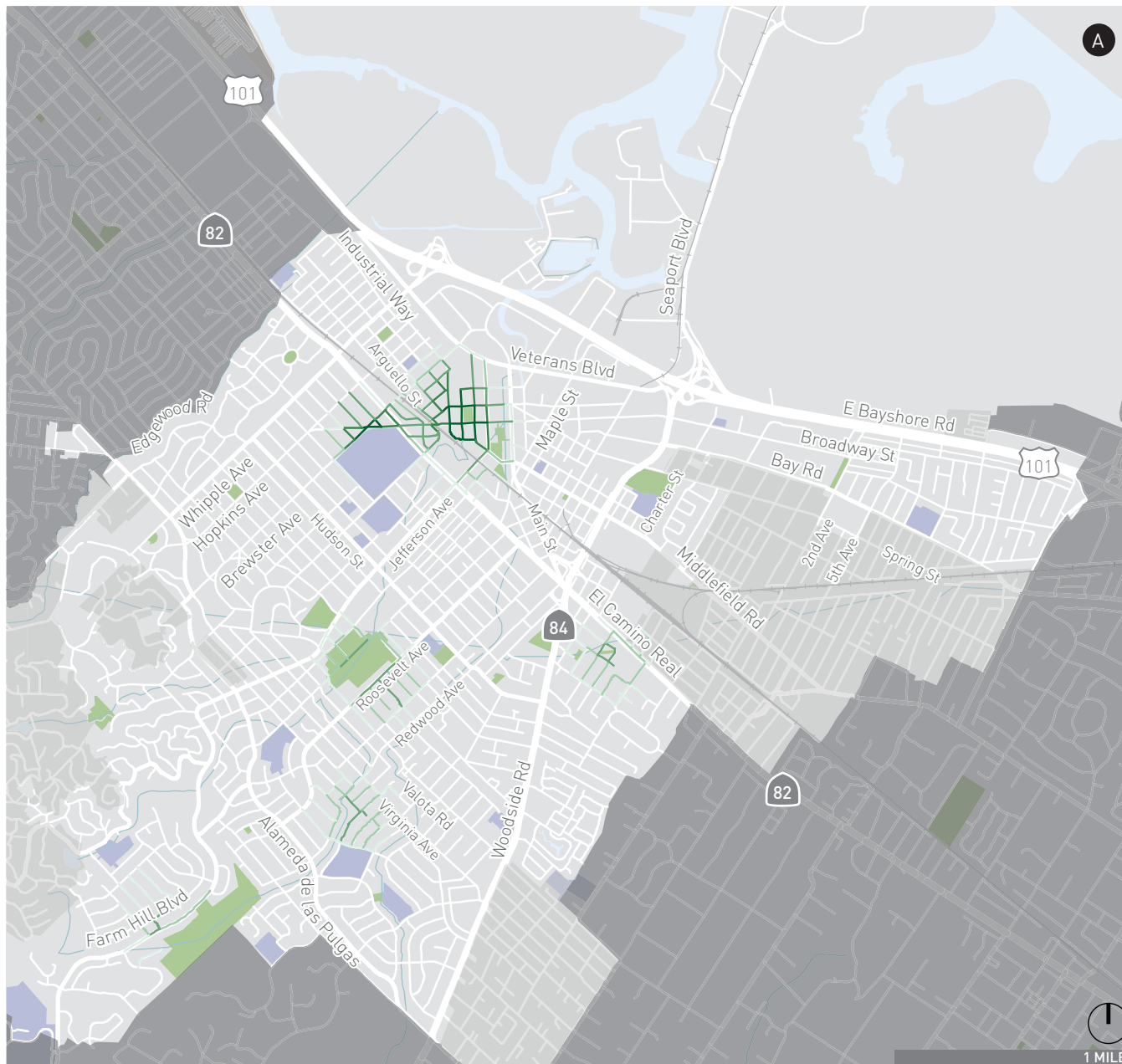
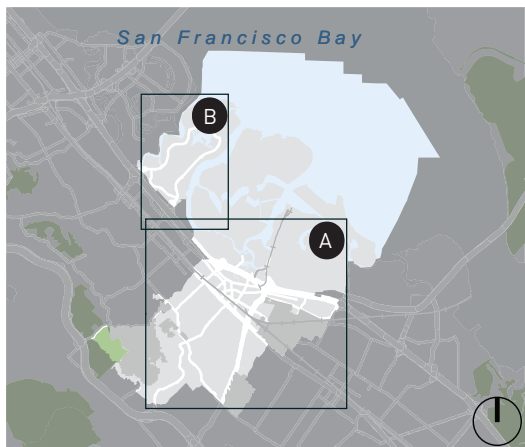


Figure C-8

Web Map Survey Heatmap of Driving Issue/Challenge Responses



Redwood City Limits
Sphere of Influence

Parks
Schools
Railroad

Other Positive Responses
Low
High

Figure C-9

Web Map Survey Heatmap of Other Positive Responses

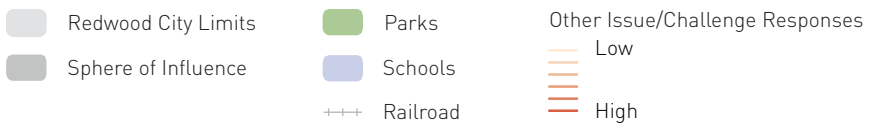
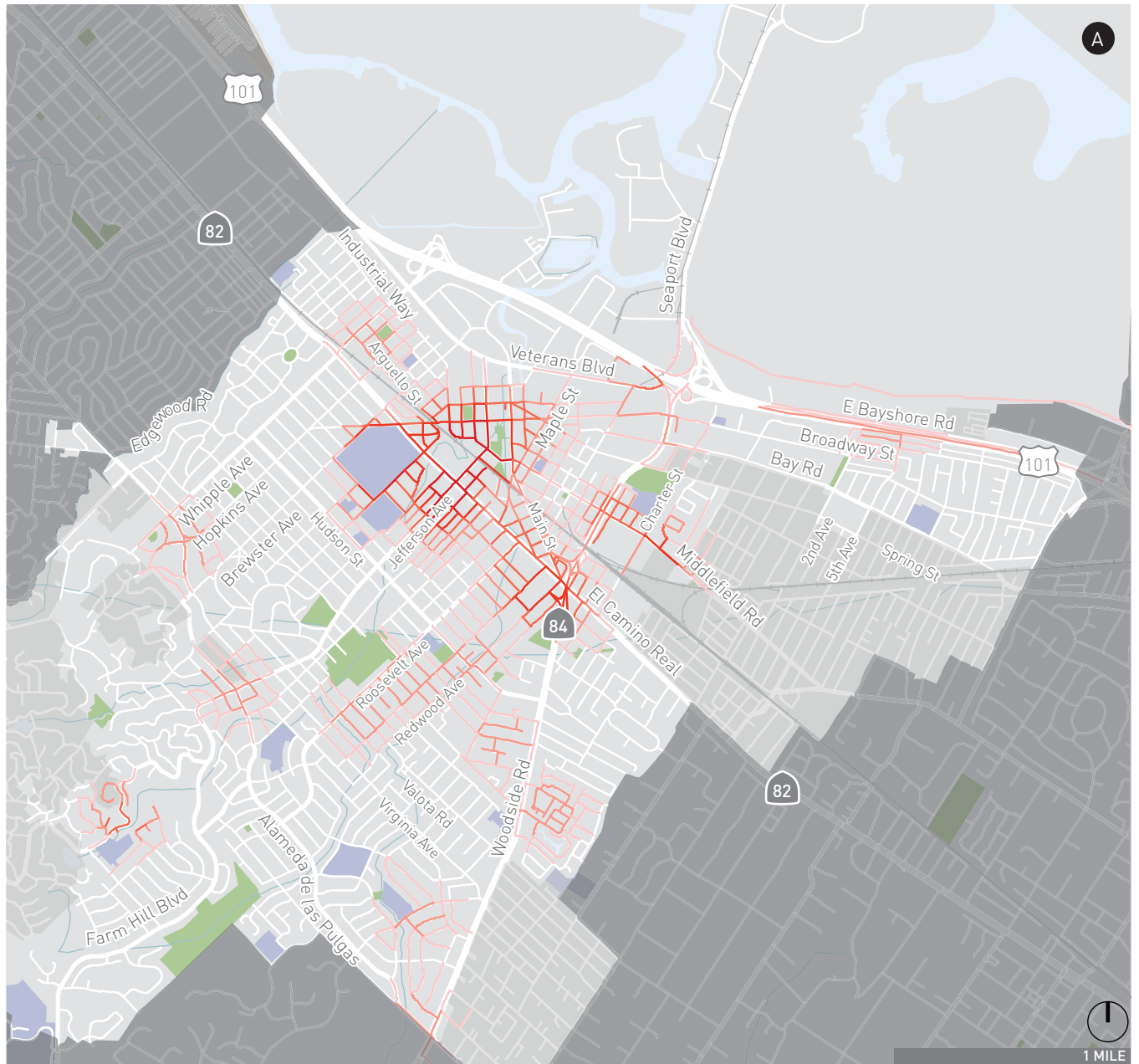
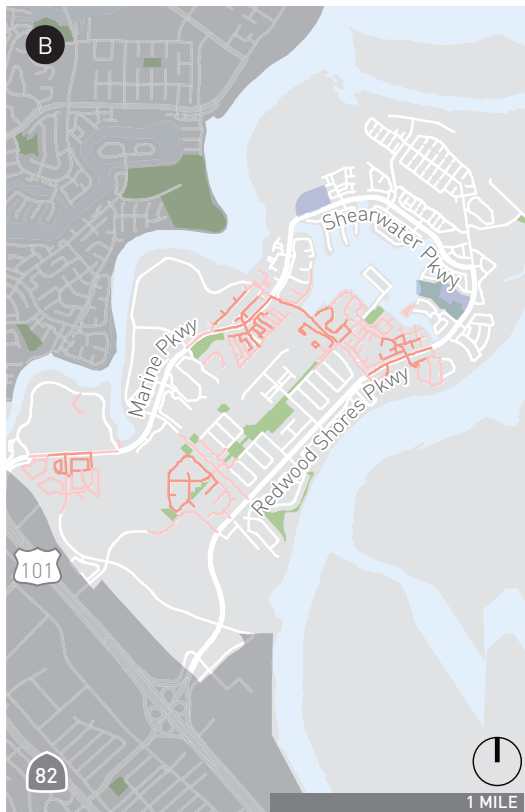
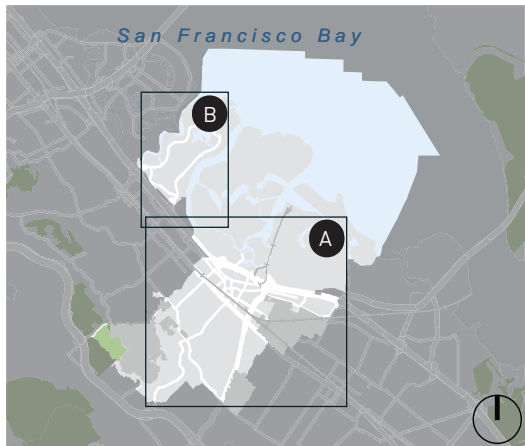


Figure C-10

Web Map Survey

Heatmap of Other Issue/Challenge Responses