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Moving Ahead (Community Engagement)

Community engagement provided an exciting opportunity to engage Redwood City residents, workers, and business owners – people who walk, bike, take transit, and drive in the City – and to understand how their experience could not only be improved but how quality of life could be transformed with a great transportation system. Public outreach to develop RWCmoves incorporated a multifaceted outreach approach aimed at engaging the broadest cross-section of the community. This approach included the following.

- **A project website with an interactive web map** provided the public opportunities to use a web map to note specific areas that were either challenging or provided positive transportation experiences. The website and web map were developed in both Spanish and English.
- **Community “Pop-Up” events** were held to garner widespread interest in the project and encourage residents to provide input directly or through the web map.

- **Walking “audits”** with City staff provided the opportunity to receive input and discuss roadway improvement options at key roadway and intersection locations that are emblematic of common issues found in the City.
- **Focus groups** were held with key stakeholders and allowed for a more in-depth discussion of issues, opportunities, and feasibility for mobility improvements, and to measure public interest and willingness to use alternative modes of travel.
- **Social media/website updates** of fresh and branded material were released weekly to garner interest for the release of the public review draft of the Draft Plan.
- **Public workshops** will be held in conjunction with release of the Draft RWCmoves plan to provide information about the plan elements and to collect feedback on the list of projects and policy recommendations.

What We Heard – Key Takeaways

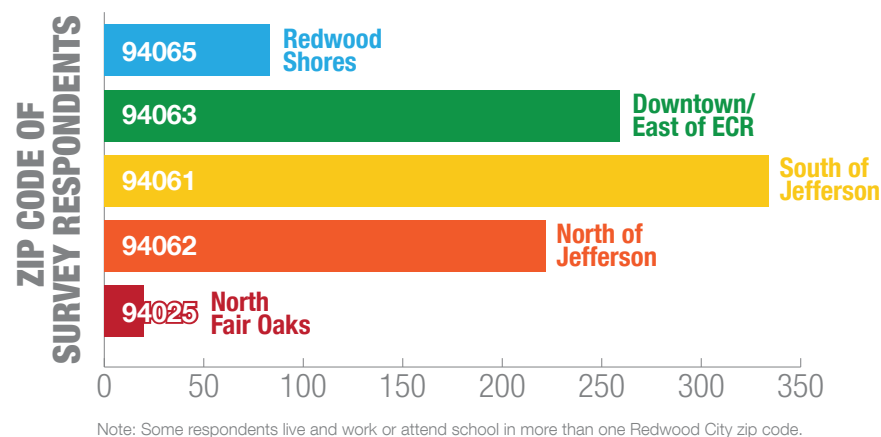
Reaching Out to the Community

The RWCmoves project website included an interactive web map to gather detailed information about where in Redwood City people live, work, and go to school. The survey was open from March through July 2017. Over 800 responses were received, and respondents identified over 2,000 locations in the City that have some sort of transportation issue or opportunity.

Characteristics of the respondents are representative of Redwood City as a whole - respondents represented residents, employees, or students of every zip code of Redwood City, all ages, men, and women, and all ethnic backgrounds. Over 65 percent of respondents live in, approximately 30 percent work or go to school in, and approximately 3 percent are visitors of Redwood City.

Respondents were also asked where they work or attend school by zip code. The highest percentage of responses were for zip code 94061 (South of Jefferson Avenue). Other zip codes that were well represented include 94063 (Downtown/East of El Camino Real), 94062 (north of Jefferson Avenue), and 94065 (Redwood Shores). A small percentage of respondents listed 94025 (North Fair Oaks). This is shown below in **Figure 8**.

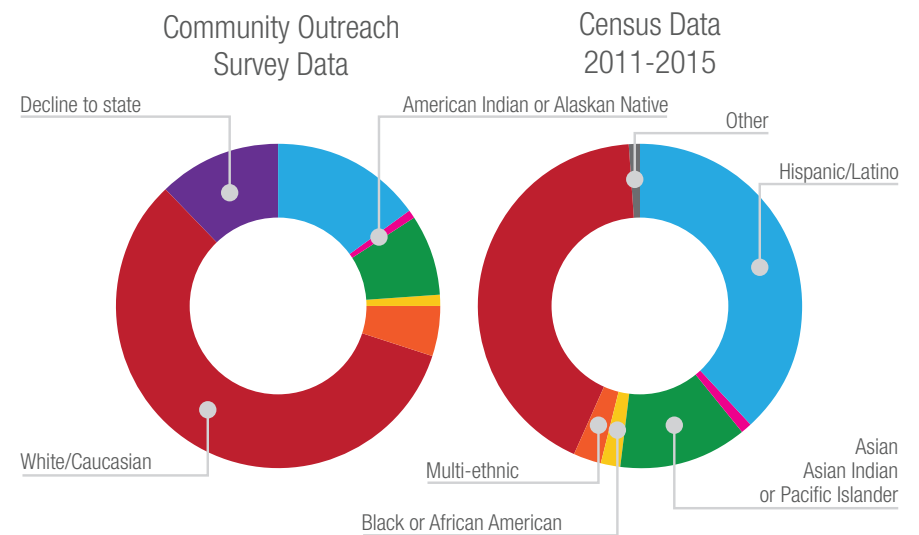
Figure 8: Zip Code Where Survey Respondent Live, Work or Go to School





Seven percent of respondents took the survey in Spanish, and the stated ethnicity of respondents approximately reflects American Community Survey 2011-2015 census data, as shown in **Figure 9** below.

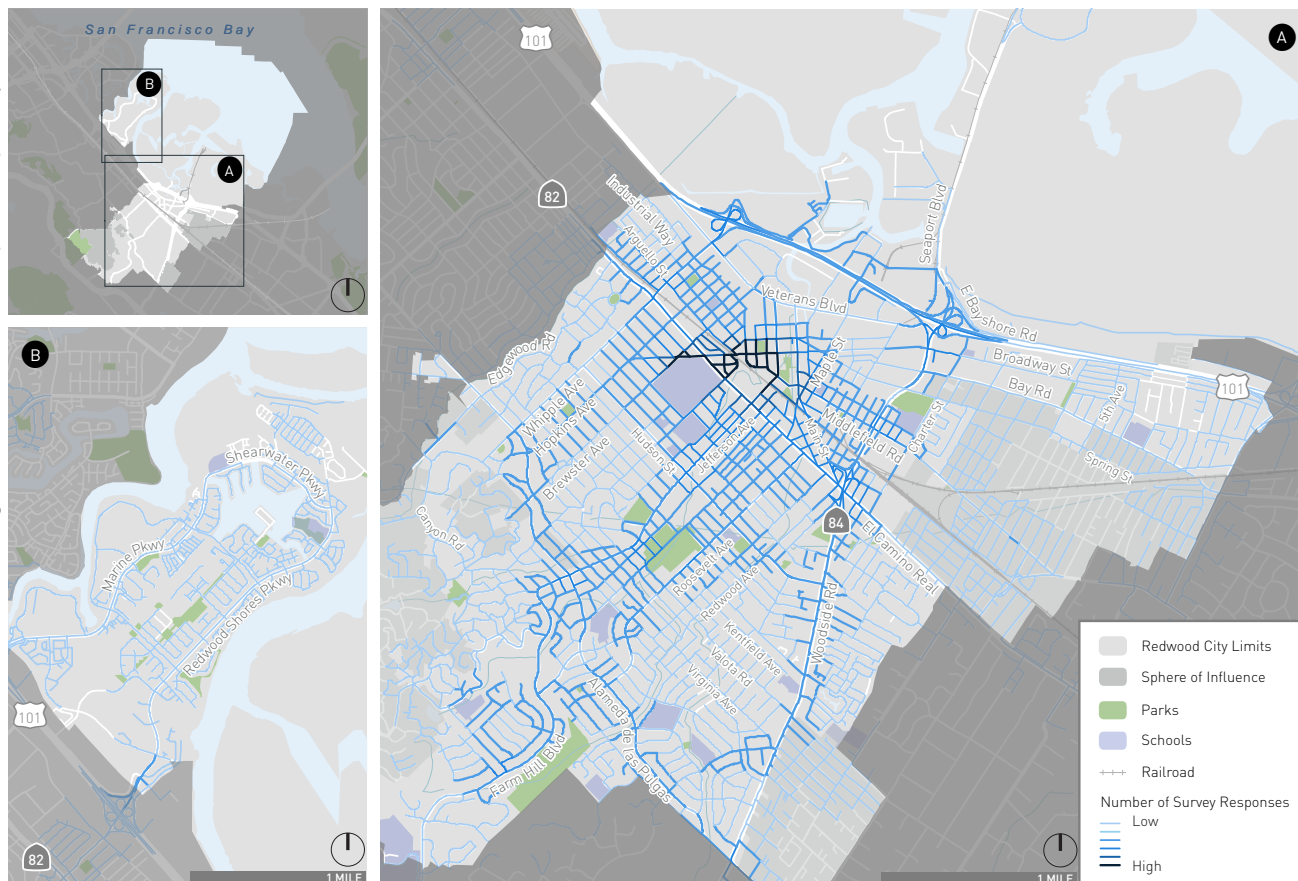
Figure 9: Comparison of Survey Respondent's Ethnicity to Census Data.



Key takeaways from the web map survey are shown on **Figure 10**. The survey provided invaluable insight into the highlights and needs of the City's transportation system. The map on **Figure 10** shows density of comments placed by survey respondents from low to high. In general, higher density parts of the City, such as Downtown, El Camino Real, Woodside/Broadway, and along major connector streets received more comments than residential parts of the City.

SUMMARY FACT SHEET: Reaching Out to the Community

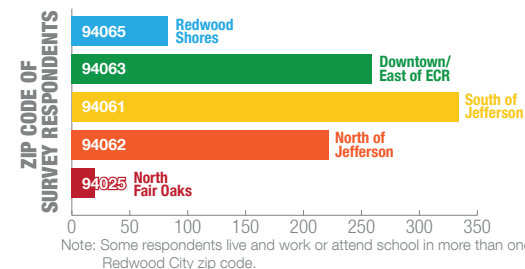
Figure 10: Reaching Out to the Community: Survey Responses



Community engagement provided an exciting opportunity to engage residents, workers and business owners – people who walk, bike, take transit and drive in the City – and to understand how their experience could not only be improved but how quality of life could be transformed with a great transportation system.

- Over 1,000** visited the site, **800** provided **2,040** map responses
- Respondents placed **1,530** negative pins and **~500** positive pins
- Over 65%** live in, **~30%** work or go to school in, and **~3%** are visitors to RWC
- Over 70%** stated they would be interested in commuting by a different mode if better infrastructure were available
- Biking, public transit, and private bus/shuttle** were listed as preferred alternate commute modes
- New or improved infrastructure was requested:
 - 365** responses for pedestrian facilities
 - 360** responses for auto facilities
 - 350** responses for bicycle facilities
 - 210** responses for transit service
- Positive pins were placed most frequently for walking and biking
- Negative pins were placed most frequently for biking and driving

Downtown RWC, El Camino Real, and Woodside/Broadway received the most comments



Feedback received from additional community outreach events for RWCmoves, including pop up events, a walking audit, and focus groups is shown in Table 1. Participants were asked which facilities or aspects of the transportation system in Redwood City they were happy with, concerned with, and would like to see more of.

Overall, feedback from outreach events indicated that across the community, there is interest in Redwood City’s transportation to be more walking, biking, and transit friendly while also maintaining and improving vehicular access. There was also a particular focus on making schools safer and easier to access by all modes, and improving connections to and from Downtown Redwood City and Redwood Shores.

Table 1: Feedback Summary from Other Outreach Events

| Outreach Type | Venue/Forum | No. of Participants | Community Feedback | |
|---------------|---|---------------------|-------------------------------------|--|
| Pop Up Event | Redwood City Farmers Market patrons | ~100 | Participants were pleased with... | Downtown Redwood City being walkable and easily bikeable |
| | | | Participants would like to see... | More coordination between schools and transit agencies; bus schedules aligning better with extra-curricular activities |
| | | | | More bicycle and pedestrian only streets |
| | | | | Congestion along key roadways connecting with US 101 and I-280 |
| | Fair Oaks Community Center members | 25 | Participants were concerned with... | Lack of bicycle parking in Downtown RWC |
| | | | | Regular commute traffic often blocking driveways |
| | | | | Cut-through traffic on residential streets |
| | | | | Congestion and lack of vehicle parking in Downtown RWC |
| Walking Audit | City staff, Police Department representatives | 15 | Participants were pleased with... | Opportunities to connect existing bicycle facilities |
| | | | Participants would like to see... | Pedestrian and bicycle facilities improvements |
| | | | | Traffic calming measures to slow speeds |
| | | | | Landscaping and beautification |
| | | | | Safety of school crossings |

| Outreach Type | Venue/Forum | No. of Participants | Community Feedback | | | |
|------------------|--|-------------------------------------|--|---|-----------------------------------|---|
| Focus Group | Businesses & Merchants, Chamber of Commerce | 6-10 | Participants were pleased with... | Increased pedestrian and bicycle activity in downtown RWC | | |
| | | | | Parking availability in downtown RWC | | |
| | | | Seniors, Fun After 50 Group, Veterans Memorial Senior Center | 30-40 | Participants would like to see... | Pedestrian and bicycle facilities improvements especially across and along major barriers in the City, such as Woodside Road, El Camino Real and Jefferson Avenue |
| | Increased accommodations for high bicycle and pedestrian activity in Downtown RWC | | | | | |
| | Green bike lanes, pedestrian scrambles, separated walkway and bikeways, wayfinding | | | | | |
| | Traffic signal coordination and priorities and street lighting | | | | | |
| | Shuttle style service to Downtown RWC | | | | | |
| | Complete Streets Advisory Committee | 6-10 | | | | A comprehensive bicycle network |
| | | | | | | A refined transit network throughout the City |
| | | | Improved access and circulation at Redwood City Station to accommodate future increases in transit demand | | | |
| Transit Agencies | 6-10 | Participants were concerned with... | Opportunities to connect different forms of transit, including buses, rail, on-demand transit, shuttles, streetcars and access to ferries and the Dumbarton corridor in Downtown RWC | | | |
| | | | Congestion and lack of vehicle parking in Downtown RWC | | | |

Source: Fehr & Peers, 2017.