

## **EBOTS Community Questionnaire Summary Results**

### **Introduction**

Between August 2013 and November 2013, the Emeryville-Berkeley-Oakland Transit Study (EBOTS) project team conducted a variety of outreach activities to inform stakeholders and the public about the project, and to solicit input on future visions for transit in the study area. The outreach effort was part of Phase 1 of EBOTS, which sought to identify both opportunities and constraints associated with improving transit service in the study corridor.

The outreach activities conducted included three community workshops held across the study area (one in each city) and a bilingual questionnaire used to collect information on how individuals travel within the study area (i.e., travel method) and to gather feedback on potential transit improvements. A total of 827 questionnaires were collected from the public including current transit riders, residents, employers and employees in the study area. This report summarizes the high-level findings from the EBOTS community questionnaire results.

### **I. Questionnaire Outreach**

MIG, the public engagement consultant, conducted a robust outreach effort to publicize the EBOTS questionnaire including e-blasts, news media articles, targeted postcard and flyer distribution, and phone calls to key Emeryville-Berkeley-Oakland partners such as community-based organizations, local churches and established civic groups. The questionnaire was made available in hardcopy and digital formats.

To promote and distribute the community questionnaire, MIG used the following outreach channels:

- City of Emeryville website
- Communications via Facebook and Twitter
- Questionnaires available on Emery-Go-Round shuttles
- Intercept questionnaires at and near transit hubs
- Regular newsletters distributed through the partner cities and partner agencies
- Targeted communications with local media outlets (e.g., Berkeleyside, Oakland Local)
- Information distribution through elected officials (e.g., City Council)
- Partnerships with community-based organizations and local businesses
- Bilingual postcards to stakeholders within the study area
- Bilingual flyers posted at and near transit hubs

A total of 827 questionnaires were collected during the public outreach process. Approximately 743 questionnaires were collected through the online platform and 84 hard copy questionnaires were collected during the EBOTS community workshops and through intercept questionnaires gathered by the EBOTS project team. Of the 827 collected questionnaires, 815 were completed in English and 12 were completed in Spanish. See Table 1 for more details. A copy of the English version of the EBOTS community questionnaire is included in Appendix A.

<b>Table 1: EBOTS Questionnaires (September 2013 – November 2013)</b>			
<b>Language</b>	<b>Online Questionnaires</b>	<b>Print Questionnaires</b>	<b>Total</b>
English	742	73	815
Spanish	1	11	12
Sub-total	743	84	
<b>Total</b>			<b>827</b>

## **II. Key Findings from the Community Questionnaires**

The next section describes the key themes and data trends that emerged most frequently across input gathered from the community questionnaire. The questionnaire analysis is divided into five parts:

- Part 1: Questionnaire Participant Profile
- Part 2: Travel within the Study Area
- Part 3: Travel to Specific Destinations
- Part 4: Reasons for Trip Difficulty
- Part 5: Transit Improvements

Some participants did not answer all of the survey questions; therefore the total number of responses varies for each question. Since respondents were not limited to one response for certain questions, the percentages of each response selected add up to more than 100%, and the response count total is larger than the number of respondents to the question. Detailed results and charts from the community questionnaire analysis are included in Appendix B.

### **Part 1: Questionnaire Participant Profile**

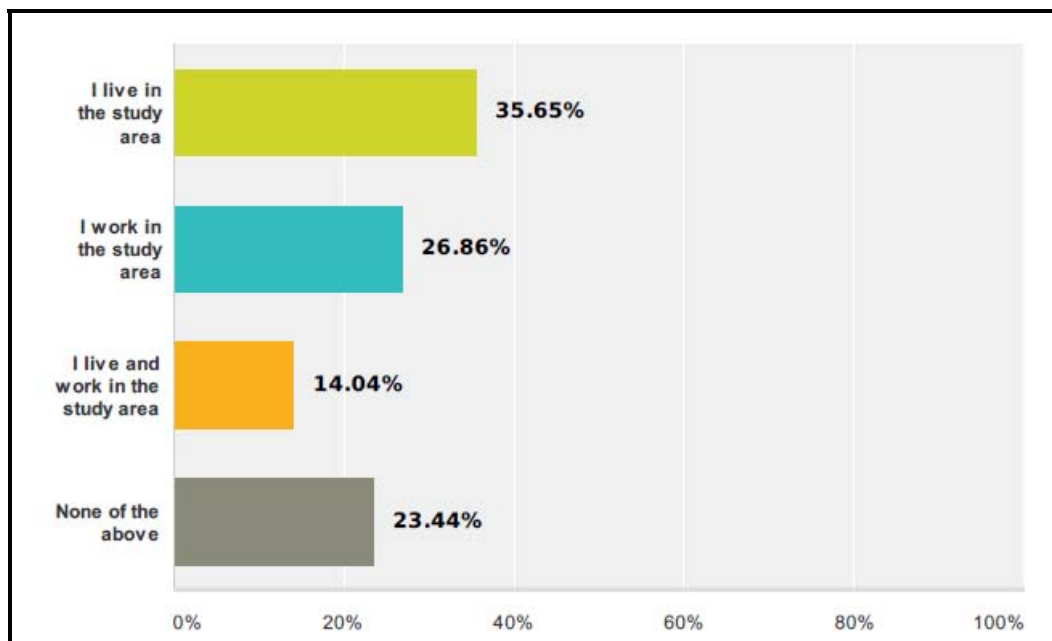
Questionnaire participants were asked to share basic demographic information to ensure that the public input collected was representative of diverse viewpoints.

- Approximately 36% of survey respondents live in the study area; 27% work in the study area; 14% live and work in the study area; and 23% neither live

nor work in the study area. (See Figure 1 for more details.)

- Of the survey respondents, 41% live in a two-person household; 23% live in single-person household; 18% live in a household with four or more people; and, approximately 18% live in a three-person household.
- The majority of survey respondents (52%) were between 25-44 years old; 33% of respondents were between 45-64 years of age; 8% of respondents were between 18-24 years of age; 7% were 65 years of age or older; and less than 1% were less than 18 years of age.
- 62% of survey respondents identified as Caucasian; 13% identified as Asian; 9% identified as African American; 7% identified as Hispanic/Latino; 7% identified as “Other”; 1% identified as Native Hawaiian/Pacific Islander; and less than 1% of respondents identified as American Indian/Alaska Native.
- Approximately 95% of survey respondents speak English as the main language in their household.

**Figure 1: Questionnaire Participants’ Relationship to the EBOTS Study Area**



## ***Part 2: Travel within the Study Area***

Questionnaire participants were asked to share how they travel within West Berkeley, Emeryville and West Oakland. Specifically, they were asked to describe three recent trips that they made within the EBOTS study area. The trips could include their commute to work or school, a visit to a retail, shopping or grocery store location, and any other trip that they wanted to share.

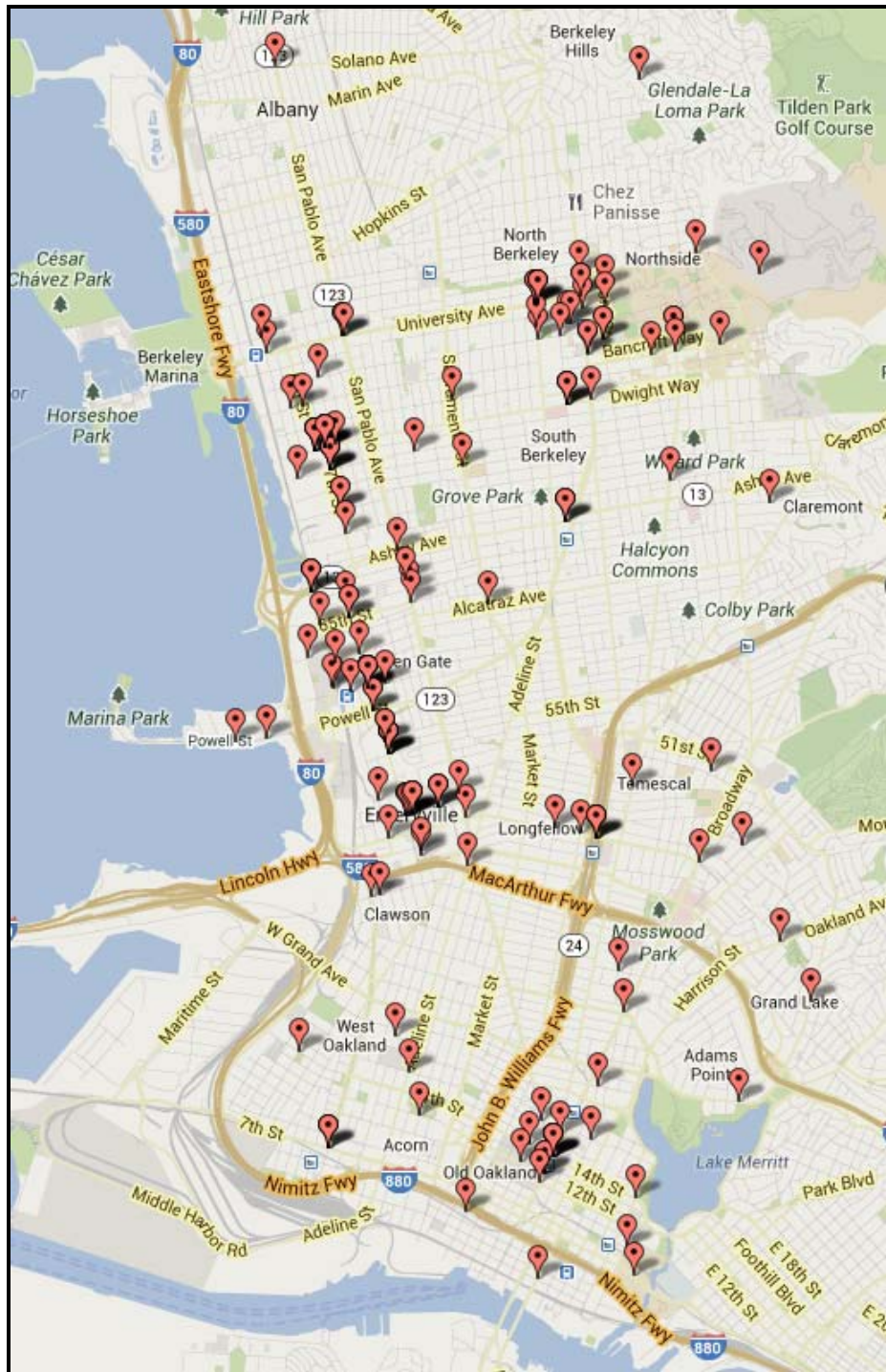
The questionnaire instructions also asked participants to provide a cross street for where they started their trip (e.g., University and San Pablo, Berkeley) and a cross street for where they ended their trip (e.g., 16th and Broadway, Oakland). If they were not familiar with the cross streets, participants could provide a description of the trip destination (e.g., the Target in Emeryville or the Berkeley Bowl in West Berkeley).

In addition, participants were asked to provide the time the trip was made (e.g., from 9 am to 10 am), and to rank how difficult the trip was on a scale of 1 - 4 (e.g., 1 being “not difficult” to 4 being “very difficult”). Participants were also asked to describe how they traveled (e.g., Car and Walking, or AC Transit Bus and BART). For this question, participants were allowed to select all travel methods that applied. The key findings from Part 2 of the questionnaire responses are listed below.

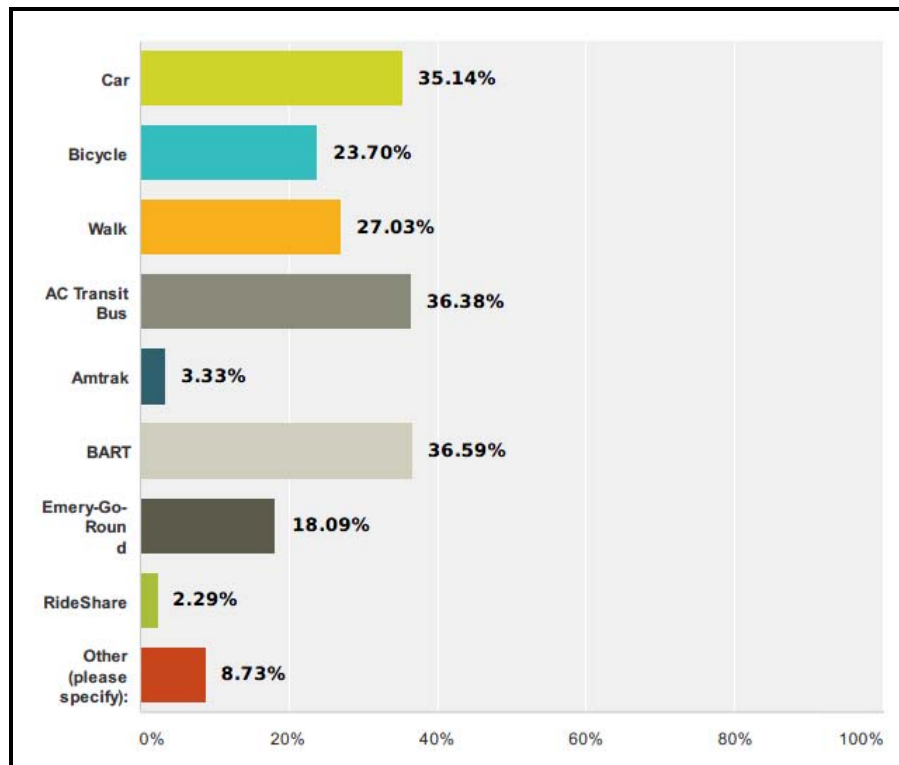
### **Trip 1: Commute to Work/ School**

- The end destinations for many participants' commutes to work/school were distributed throughout the study area. (See Figure 2 for details.)
- The majority (48%) of questionnaire respondents indicated that their commute to work/school was “not difficult.” Over 33% indicated that their commute was “somewhat difficult”; 13% stated that the commute was “difficult”; and roughly 5% stated that the commute was “very difficult.”
- Participants indicated that they use a combination of travel methods to commute to work/school. (See Figure 3 for more details.)
- The top three travel methods for participants' commutes to work/school were BART accounting for 37% of respondents, followed by AC Transit with 36% of respondents and personal car accounting for 35% of respondents.

Figure 2: Trip Ending Points for Commute to Work/School



**Figure 3: Travel Methods for Commute to Work/ School**

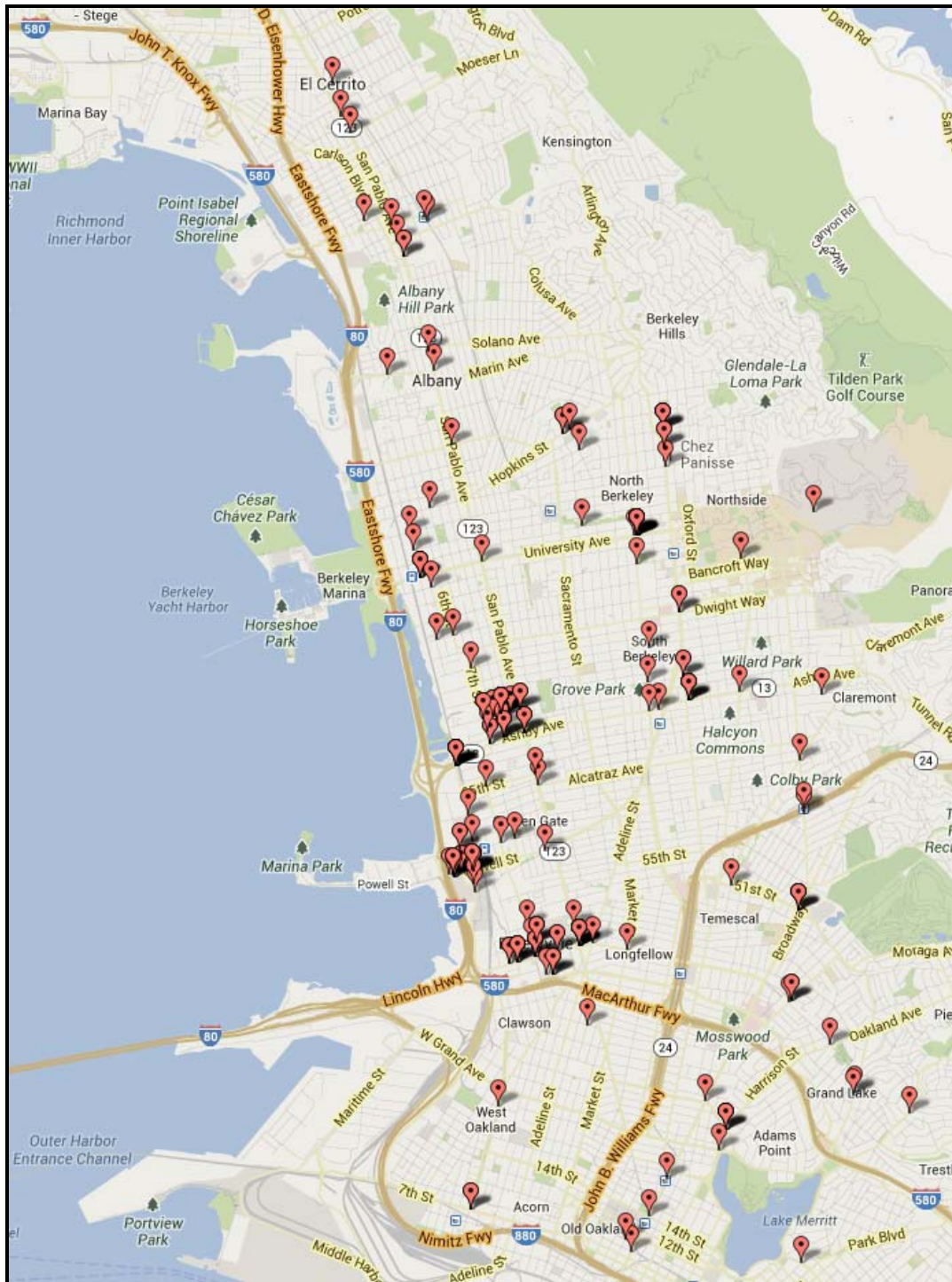


***Trip 2: Shopping/ Retail/ Food/ Grocery***

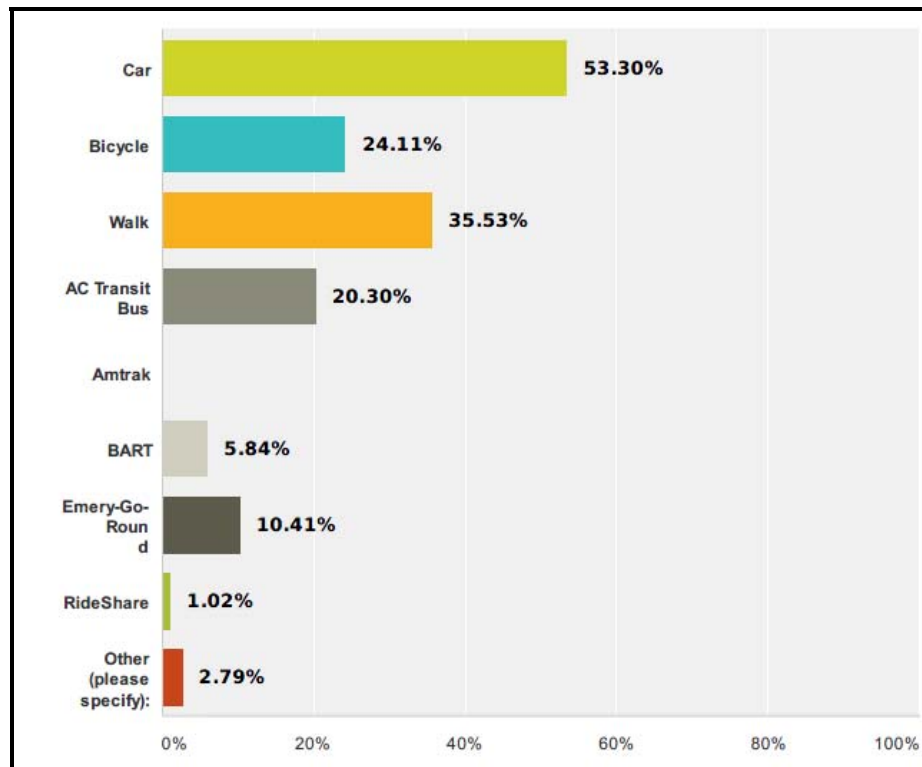
- Berkeley Bowl West, Bay Street Shopping Center in Emeryville, Target in Emeryville, Trader Joe's in Emeryville and the shopping center at 40<sup>th</sup> and San Pablo were the most frequently mentioned shopping destinations.
- Figure 4 illustrates the ending points for participants' shopping trips are well-distributed throughout the study area.
- Regarding trip difficulty, the majority (53%) of survey respondents indicated that their shopping trip was "not difficult." More than 30% indicated that their shopping trip was "somewhat difficult"; roughly 14% stated that the trip was "difficult"; and about 3% stated that the trip was "very difficult."
- Over 53% of survey respondents indicated that they use a car for shopping trips; 36% travel to shopping outlets by walking; and 24% travel by bicycle. (See Figure 5 for more details.)



Figure 4: Ending Points for Shopping Trips



**Figure 5: Travel Methods for Shopping Trips**

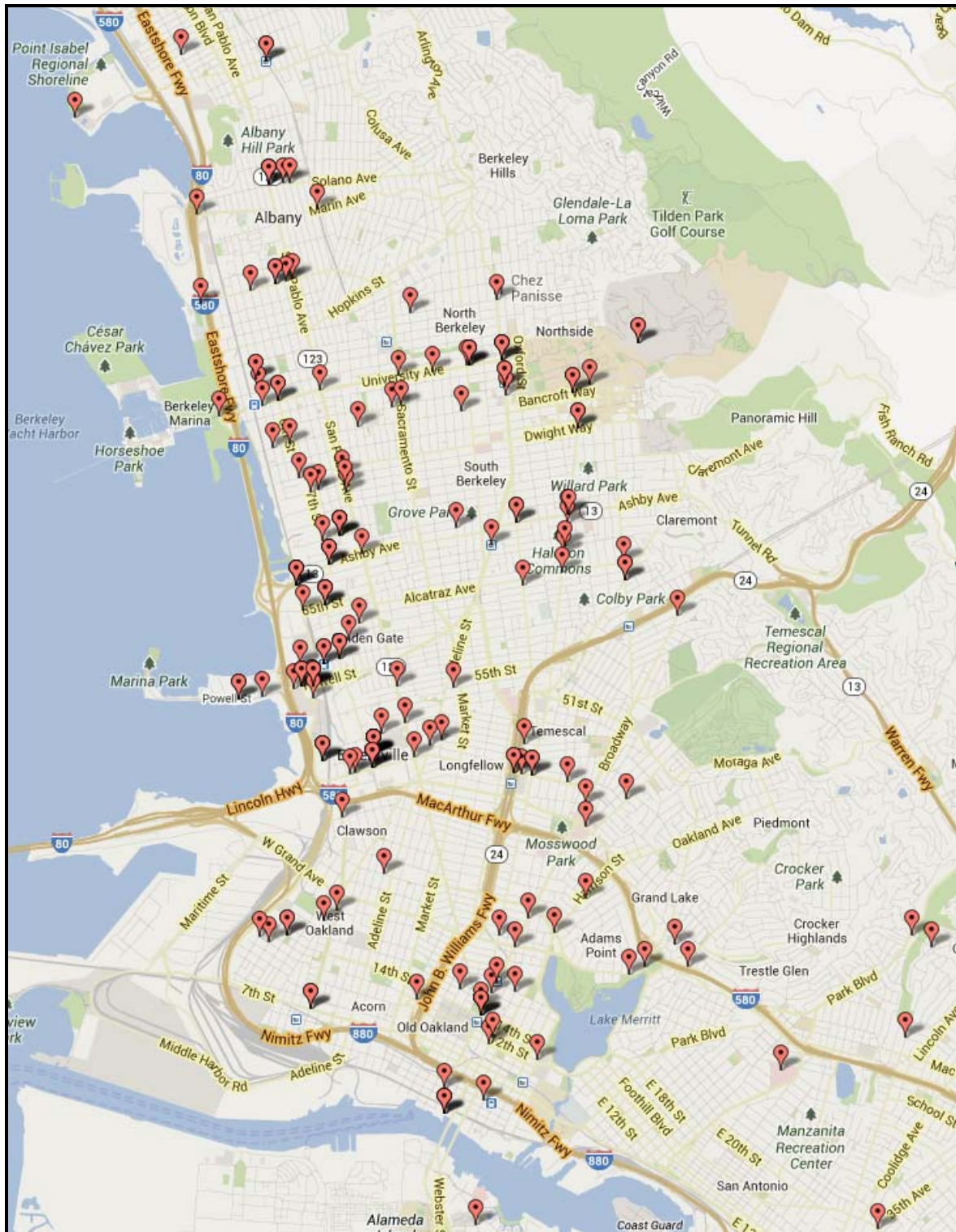


### **Trip 3: Other/ Miscellaneous**

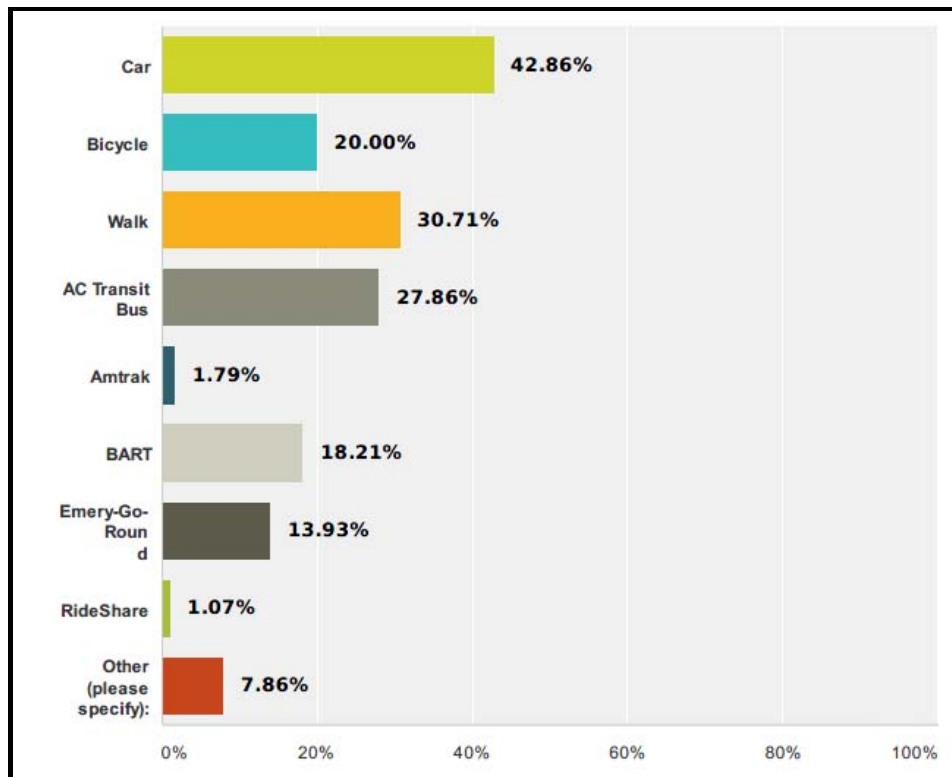
- Participants were allowed to describe a trip of their choice for the third trip option. The purposes of these trips ranged from medical visits, leisure and social activities, sports and recreation, and worship services.
- Figure 6 illustrates a few clusters of locations where survey respondents end their trip to “other” destinations within the study area.
- Over 35% of questionnaire respondents indicated that their “other” trip was “somewhat difficult.” Approximately 33% noted that their trip was “not difficult”; 19% noted that the trip was “difficult”; and roughly 13% stated that the trip was “very difficult.”
- 43% of survey respondents indicated that they use a car for “other” trips; 31% travel to “other” trips by walking; and 28% travel to “other” trips using AC Transit. (See Figure 7 for more details.)



Figure 6: Ending Points for Other/Miscellaneous Trips



**Figure 7: Travel Methods for Other/ Miscellaneous Trips**



### ***Part 3: Travel to Specific Destinations***

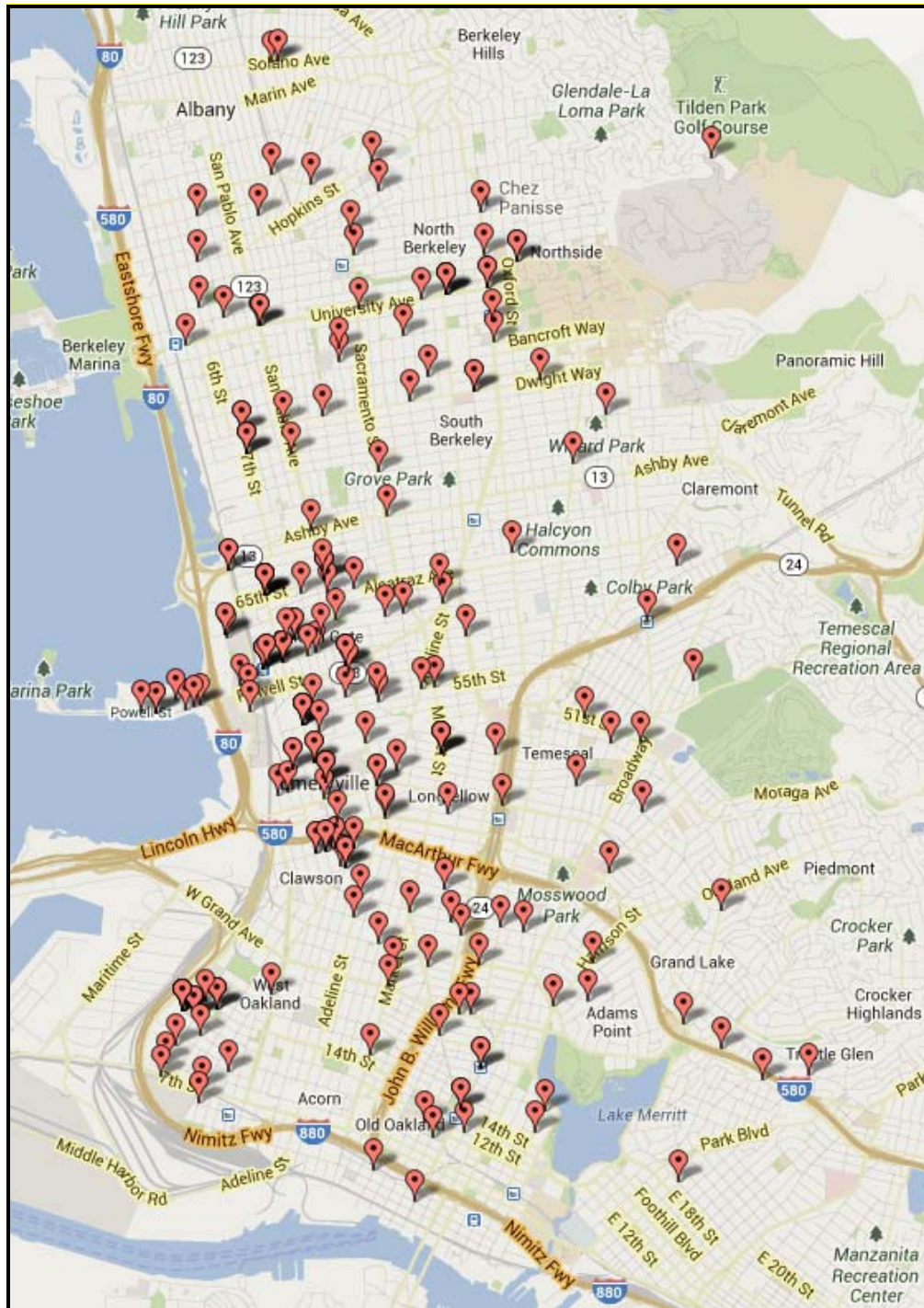
Part 3 of the questionnaire asked participants to describe how they traveled to specific destinations. These destinations included San Francisco, Downtown Berkeley, Downtown Oakland, Emeryville and the nearest BART station. Participants followed the same instructions as described in Part 2.

#### ***To San Francisco***

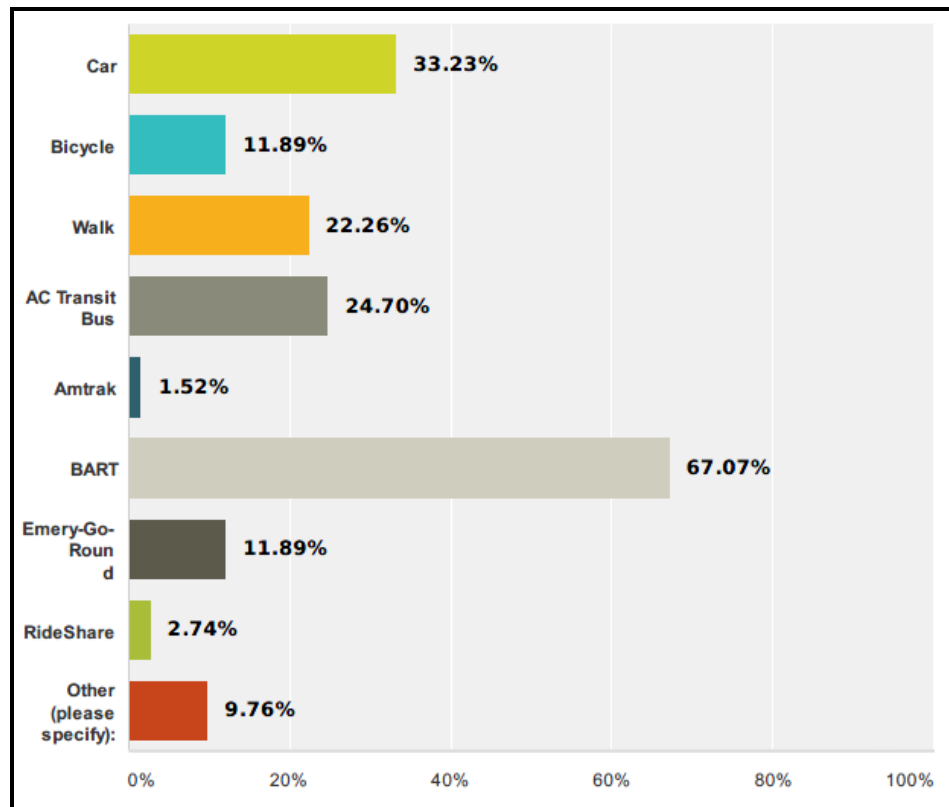
- Figure 8 illustrates the wide range of starting points for participants' trips to San Francisco.
- 50% of questionnaire respondents indicated that their trip to San Francisco was "not difficult." Approximately 33% noted that their trip to San Francisco was "somewhat difficult"; 13% noted that the trip was "difficult"; and roughly 4% stated that the trip was "very difficult."
- The majority (67%) of survey respondents indicated that they take BART for trips to San Francisco; 33% travel to San Francisco by car; and 25% travel to San Francisco by AC Transit. (See Figure 9 for more details.)



Figure 8: Starting Points for Trips to San Francisco



**Figure 9: Travel Methods to San Francisco**



### ***To Downtown Berkeley***

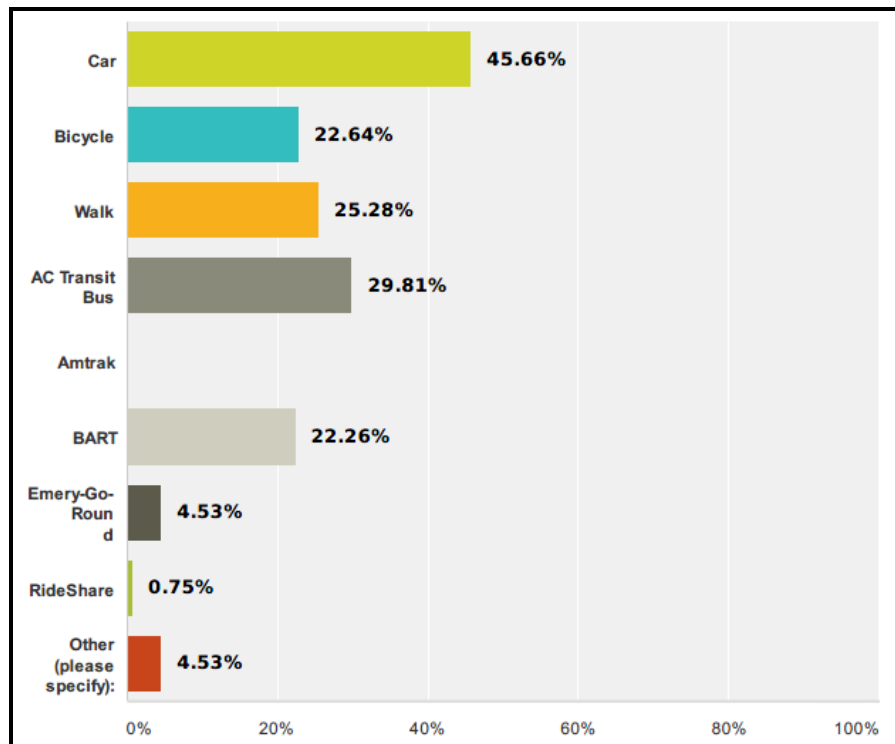
- The majority (49%) of survey respondents indicated that their trip to Downtown Berkeley was “not difficult”; followed by 33% of respondents that noted that their Downtown Berkeley trip was “somewhat difficult”; 16% noted that the trip was “difficult”; and less than 3% stated that the trip was “very difficult.”
- Figure 10 illustrates the various locations where survey respondents start their trips to Downtown Berkeley. Many clusters can be seen along Hollis and Doyle Streets in Emeryville.
- The four most frequently mentioned travel methods to Downtown Berkeley were car (46%), followed by AC Transit Bus (30%), walking (25%) and bicycle (23%). See Figure 11 for more details.

Figure 10: Starting Points for Trips to Downtown Berkeley





**Figure 11: Travel Methods to Downtown Berkeley**



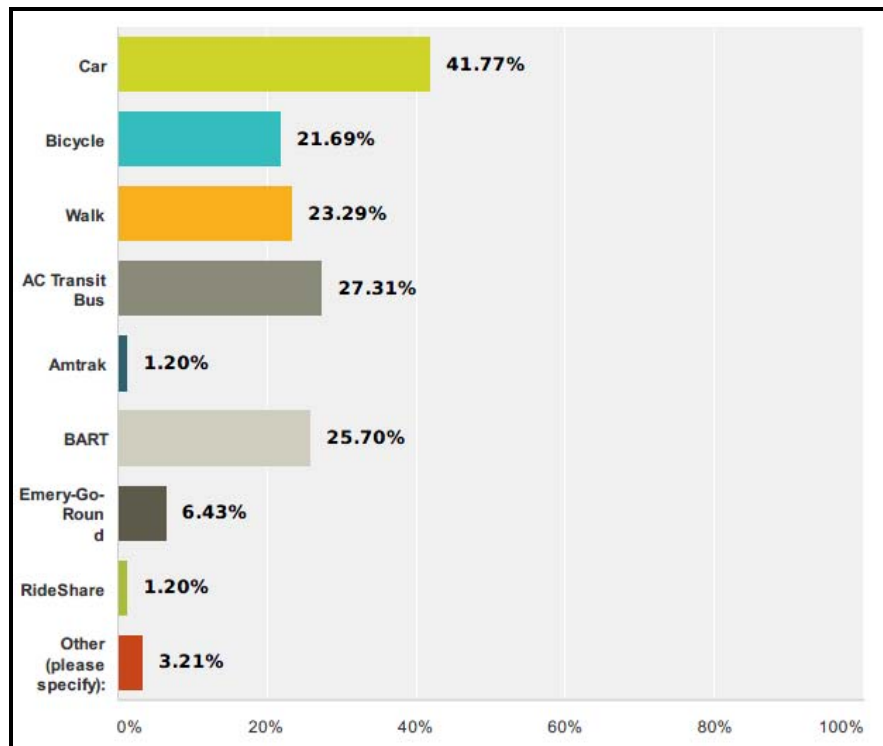
### ***To Downtown Oakland***

- The majority (52%) of survey respondents indicated that their trip to Downtown Oakland was “not difficult”; followed by 32% of respondents that stated that their Downtown Oakland trip was “somewhat difficult”; 12% noted that the trip was “difficult”; and less than 4% stated that the trip was “very difficult.”
- Figure 12 illustrates the various locations where survey respondents start their trips to Downtown Oakland.
- Over 41% of survey respondents indicated that they travel by car to Downtown Oakland; 27% travel to Downtown Oakland by AC Transit; and 26% travel by BART. (See Figure 13 for more details.)

Figure 12: Starting Points for Trips to Downtown Oakland



**Figure 13: Travel Methods to Downtown Oakland**

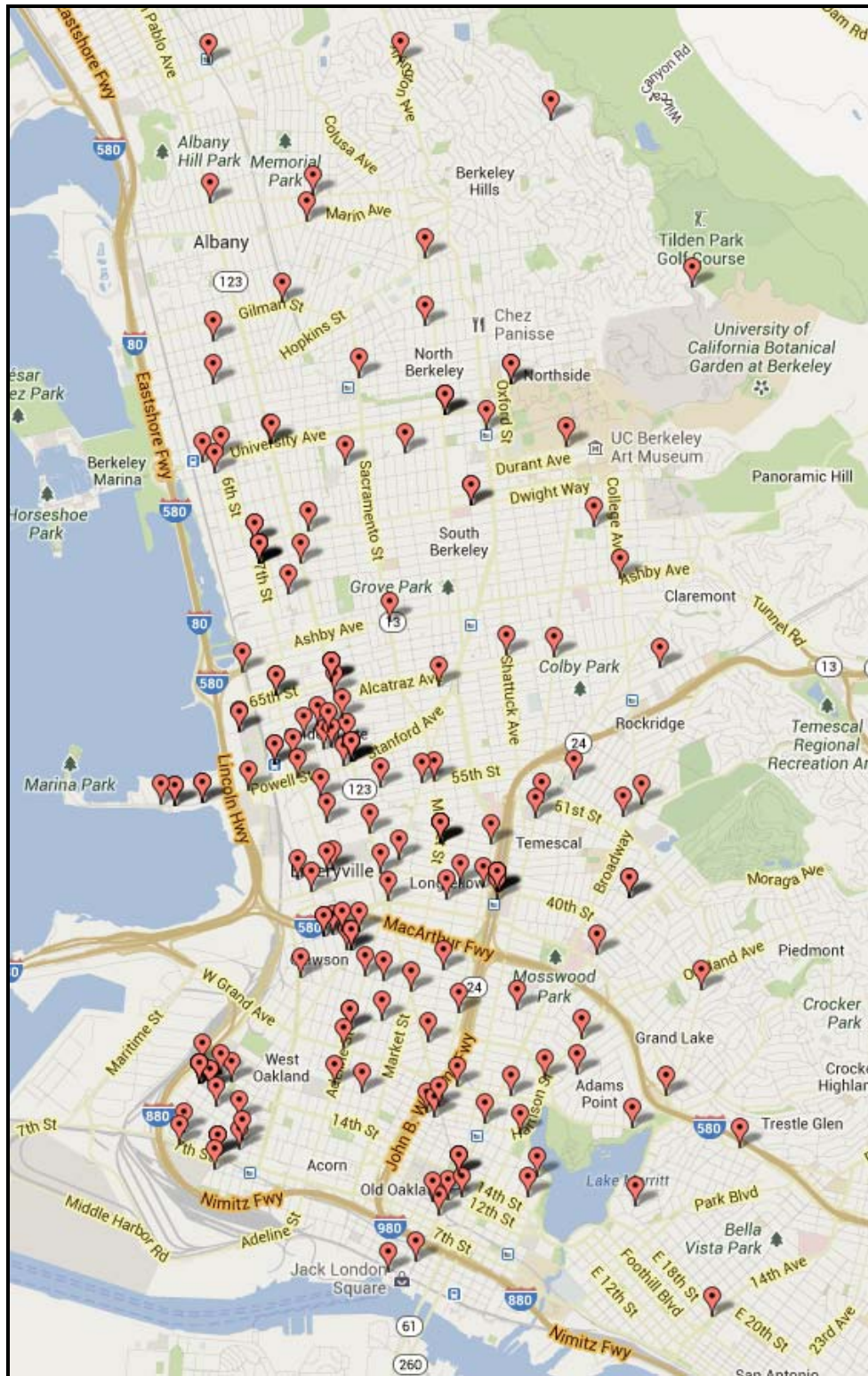


### **To Emeryville**

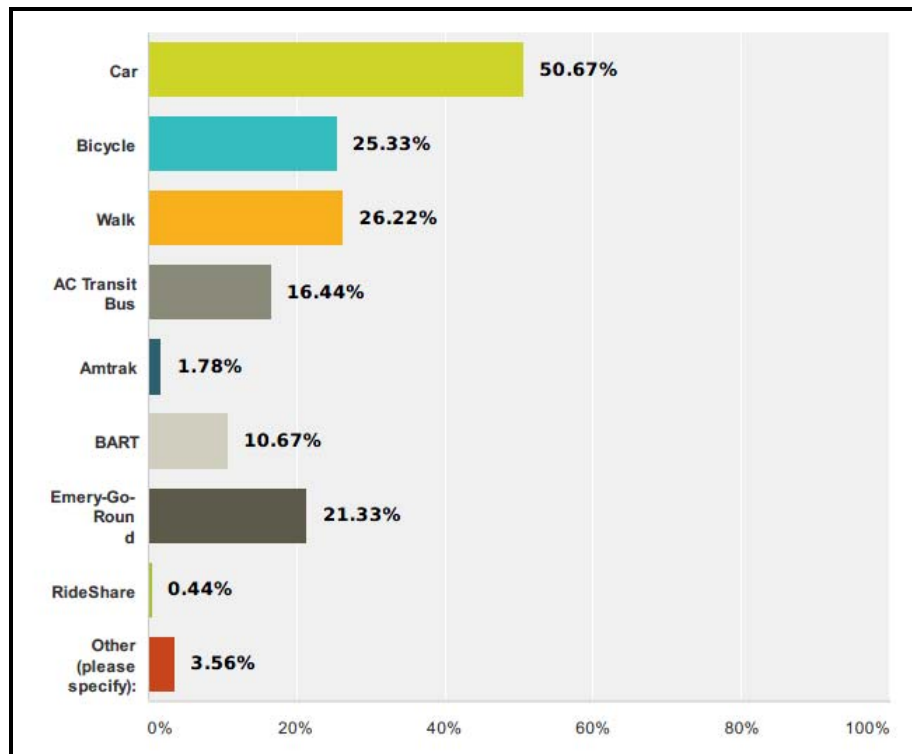
- Figure 14 illustrates the wide range of starting points for participants' trips to Emeryville.
- 53% of questionnaire respondents indicated that their trip to Emeryville was "not difficult." Approximately 29% noted that their trip to Emeryville was "somewhat difficult"; 11% noted that the trip was "difficult"; and roughly 6% stated that the trip was "very difficult."
- The majority (51%) of survey respondents indicated that they travel by car to Emeryville; 26% travel by walking; and 25% travel by bicycle. (See Figure 15 for more details.)



Figure 14: Starting Points for Trips to Emeryville



**Figure 15: Travel Methods to Emeryville**



### ***To the Nearest BART Station***

- The most frequently mentioned BART stations were MacArthur, West Oakland, Ashby, North Berkeley, Rockridge, Downtown Berkeley, Lake Merritt, 19<sup>th</sup> Street and 12<sup>th</sup> Street.
- Figure 16 illustrates the various locations where survey respondents start their trips to their nearest BART station.
- Over 62% of questionnaire respondents indicated that their trip to the nearest BART station was “not difficult”; 21% noted that the trip was “somewhat difficult”; 11% stated that the trip was “difficult”; and 6% stated that the trip was “very difficult.”
- The top three travel methods to the nearest BART station included walking which accounted for 49% of responses, followed by car with 28% of responses, and bicycling accounted for 23% of respondents. (See Figure 17 for more details.)



Figure 16: Starting Points for Trips to the Nearest BART Station

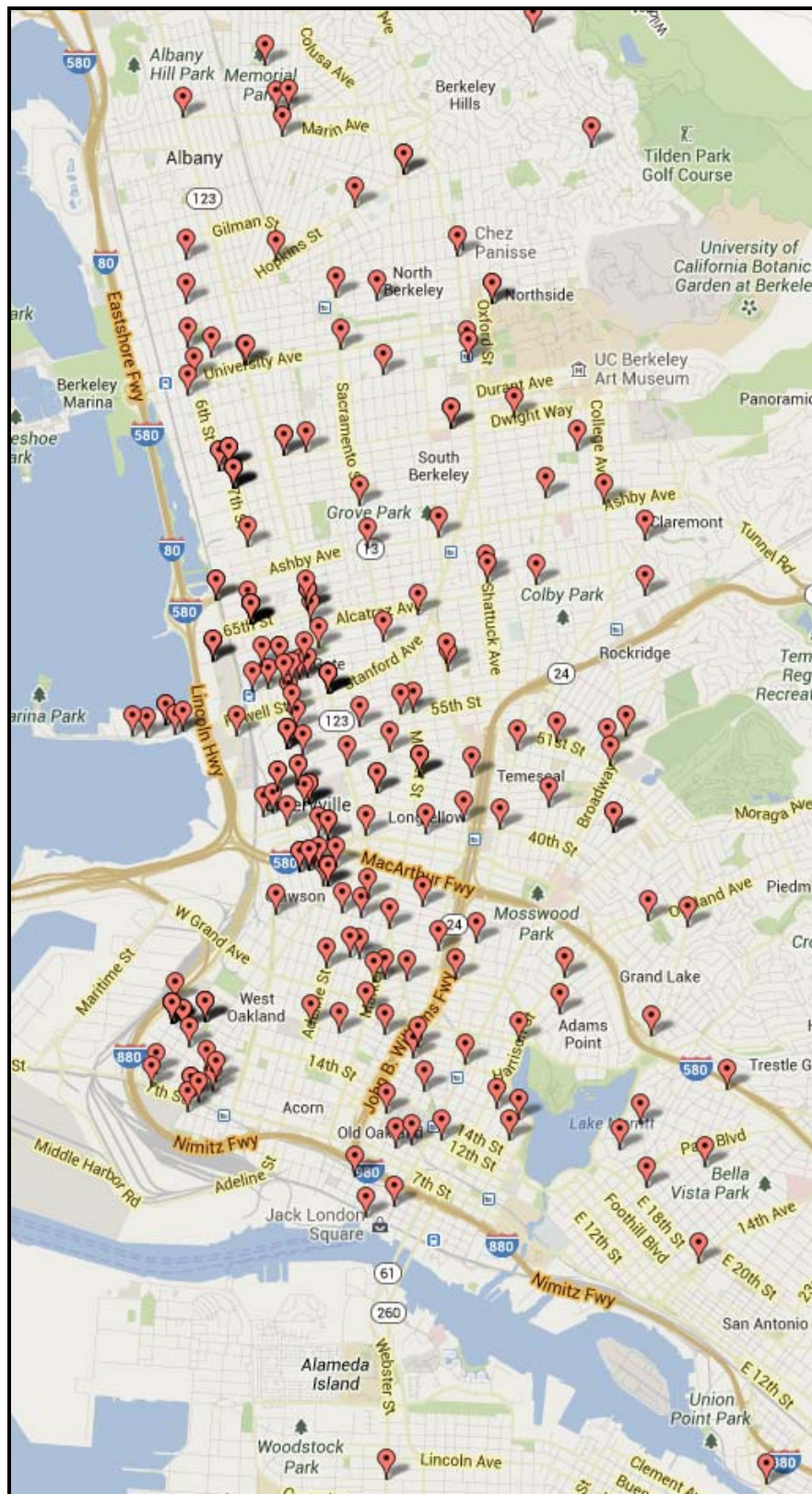
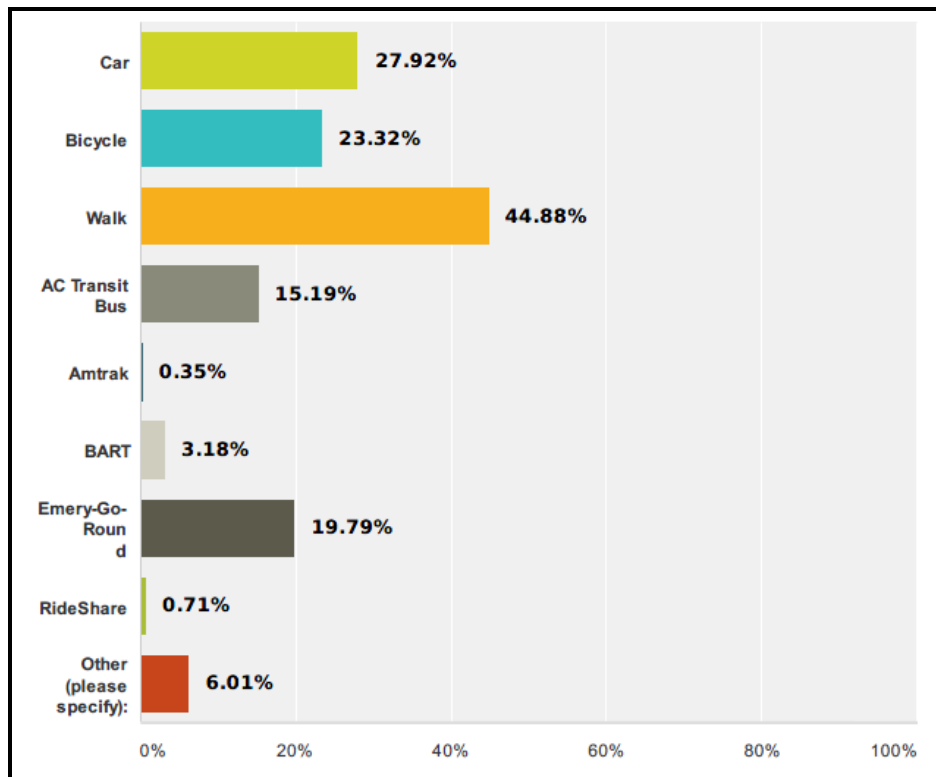


Figure 17: Travel Methods to Nearest BART Station



#### Part 4: Reasons for Trip Difficulty

Participants were asked to describe why they ranked certain trips as “somewhat difficult,” “difficult,” and “very difficult.” Survey respondents offered a wide range of reasons as to why their trips were difficult within the study area and to specific destinations. The following key themes emerged:

- **Infrequent and unreliable transit service**
  - Regular delays impact route schedules
  - Very limited evening and weekend schedules (e.g., AC Transit 72R)
  - Lack of coordination between transit modes
  - Overcrowded buses and trains due to infrequent service
  - Inaccurate Next Bus schedules
- **Traffic congestion along key arterials and freeways**
  - I-580 freeway
  - I-80 freeway
  - San Pablo Avenue
  - 7<sup>th</sup> Street in Berkeley
  - Hollis Street in Emeryville

- **Limited parking availability**
  - Lack of parking at BART stations (e.g., MacArthur, Downtown Oakland)
  - Lack of parking leads to traffic congestion
- **Poor connectivity and coordination between transit modes**
  - Route schedules of different transit modes do not align (e.g., Emery-Go-Round to Transbay bus)
  - Need expanded shuttle services to BART stations
  - Need more last-mile connections
- **Limited Emery-Go-Round shuttle service**
  - Need additional evening and weekend service
  - Need to improve schedule reliability and predictability
  - Long wait times for riders
  - Limited stops along key routes (e.g., no Watergate Towers stop)
  - Difficult to carry luggage and strollers due to overcrowding and shuttle lifts
  - Need expanded service to BART stations
- **Inadequate access to specific locations by transit**
  - Central Berkeley to Emeryville
  - West Oakland BART Station
  - Tom Bates Field on Gilman
  - Frontage Road
  - Ironworks Gym in Berkeley
  - Jack London Square
  - Amtrak/ Capitol Corridor stations
  - West Oakland to North Berkeley/ U.C. Berkeley
  - Mandela Parkway
- **Lack of bicycle infrastructure and amenities**
  - Bumpy roads and potholes
  - Lack of safe bicycle parking/storage
  - Lack of awareness among drivers makes cycling dangerous
  - Need more dedicated bike lanes and paths
  - Railroad tracks are inconvenient for cyclists
- **Traffic safety**
  - Several dangerous intersections for pedestrians and cyclists (e.g., Gilman and I-80 intersection)
  - Poorly designed freeway onramps
  - Poorly timed traffic lights along surface streets (e.g., San Pablo Avenue)

## **Part 5: Transit Improvements**

Questionnaire participants were asked to identify transit improvements that might make their trips easier without a car. The responses are organized by key themes that emerged from the data analysis. Based on the close relationship between the responses in Part 4 and Part 5 of the questionnaire, there is some overlap in the themes and sub-themes. The overlap reinforces the synergy between the needs, solutions and opportunities identified to improve transit in the study area.

- **Expansion of transit service**
  - More frequent buses, shuttles and trains
  - More service during evening and weekend schedules (e.g., Transbay F, 72R)
  - More frequent buses along East/West routes
  - Accurate Next Bus information available to riders
  - Better coordination among the local transit agencies
- **Bicycle infrastructure and amenities**
  - Green, dedicated bike lanes with rumble strips
  - More prominent bicycle awareness signs
  - BART cars dedicated to bicycles
  - Bike lanes along 40<sup>th</sup> Street
  - Bike bridges over railroad tracks (e.g., at Powell St. in Emeryville)
  - Bike lockers at BART stations
- **Expansion of Emery-Go-Round services**
  - Extend service to West Oakland BART station
  - Increase evening and weekend service
  - Increase service during peak commute hours
  - Improve schedule reliability and predictability
  - Add Watergate Towers stop
- **Additional shuttle service offerings in study area**
  - Free or low-cost shuttle services in West Berkeley and West Oakland (similar to Emery-Go-Round)
  - Bigger shuttles to reduce overcrowding
  - More employer-specific shuttles (e.g., Kaiser)
- **Customer experience improvements**
  - Expand parking options at BART stations
  - Increase safety measures on transit vehicles and transit stops
  - Provide better lighting and seating at bus stops
  - Provide cleaner, well-maintained transit vehicles and transit stops

### **III. Next Steps**

The EBOTS project team will incorporate the findings from the community questionnaire and public workshops into the second phase of the transit study. During the second phase of outreach in May 2014, the public engagement activities will focus on the evaluation of transit options and the level of community acceptance for the options.