

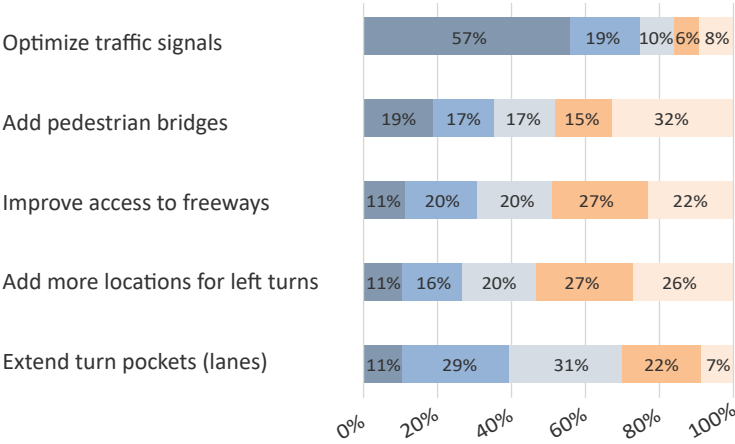
What would you do to improve:

Rank 1Rank 2Rank 3Rank 4Rank 5



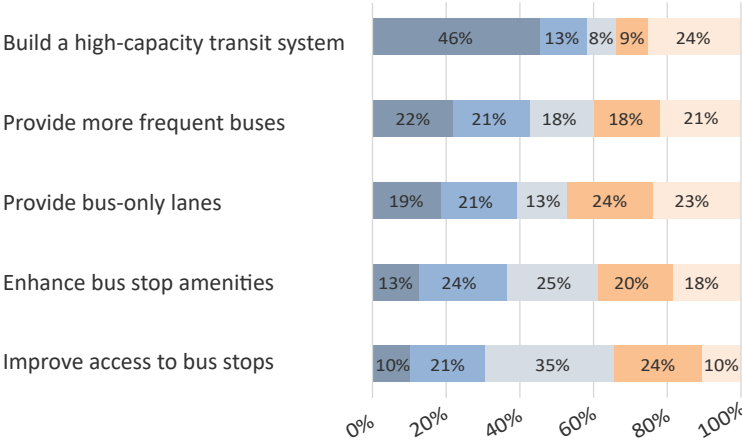
Driving on Beach Blvd

(Rank 1-5 with 1 as top pick)



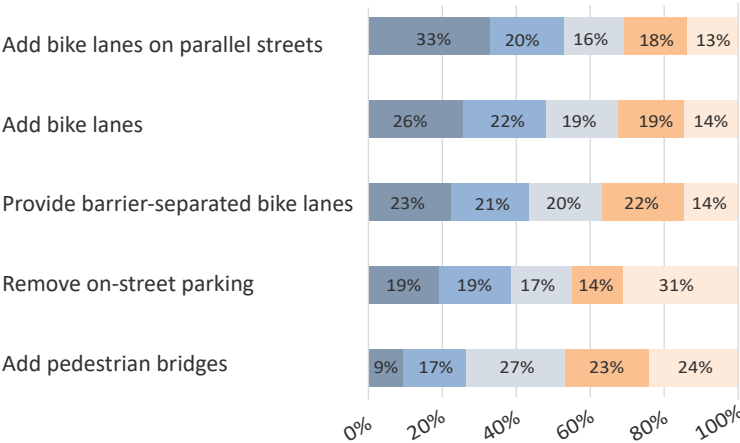
Transit service on Beach Blvd

(Rank 1-5 with 1 as top pick)



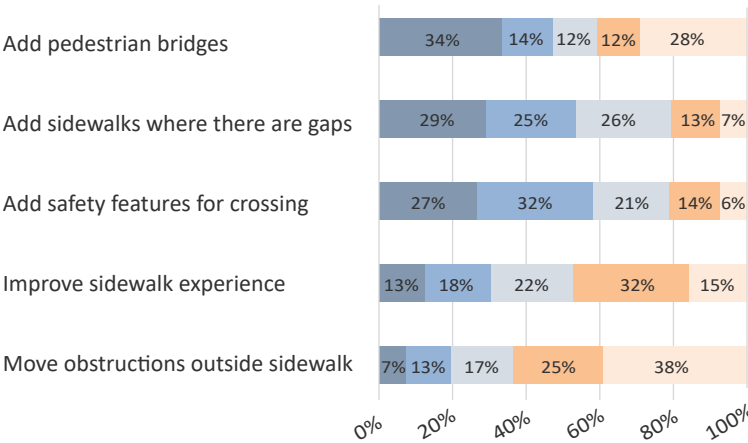
Bicycling on Beach Blvd

(Rank 1-5 with 1 as top pick)



Walking on Beach Blvd

(Rank 1-5 with 1 as top pick)



Use & Opportunities



5+ Days a Week

3 - 4 Days a Week

1 - 2 Days a Week

1 - 3 Days a Month

Never

	Currently I drive on Beach Boulevard:	36%	22%	21%	14%	7%
	If driving speed limits were reduced to enhance safety, I would drive on Beach Boulevard:	24%	17%	20%	18%	21%
	Currently, I use transit on Beach Boulevard:	8%	6%	6%	12%	68%
	If transit travel time was improved using transit-only lanes or technology to enhance traffic signal timing, I would use transit on Beach Boulevard:	21%	15%	12%	19%	33%
	Currently, I ride a bike on Beach Boulevard:	1%	2%	4%	9%	84%
	If biking on sidewalks were allowed or protected bikeways were provided, I would bike on Beach Boulevard:	7%	8%	12%	21%	52%
	If bike access was improved by having bicycle lanes on parallel streets or better connections to and from Beach Boulevard, I would bike on Beach Boulevard:	8%	9%	11%	22%	50%
	Currently, I walk along Beach Boulevard:	6%	5%	8%	23%	58%
	If walking conditions on sidewalks were improved with better lighting or wider sidewalks, I would walk along Beach Boulevard:	10%	11%	14%	27%	38%
	If street crossings were improved with enhanced crosswalks, more frequent crossings or shorter crossing distances by extending sidewalks or curbs, I would walk on Beach Boulevard:	10%	11%	15%	28%	36%

What is the age range of respondents?



What is the combined annual household income?



Less than \$30,000	11%
\$30,000-\$49,000	12%
\$50,000-\$79,000	15%
\$80,000-\$109,000	15%
\$110,000-\$169,000	15%
More than \$170,000	9%
Preferred not to say	23%

Which race/ethnicity best describes you?

American Indian or Alaska Native	1%
Asian or Asian American	8%
Black or African American	2%
Hispanic or Latino	18%
Native Hawaiian or other Pacific Islander	1%
White or Caucasian	55%
Another race	2%
Prefer not to say	13%



Community Engagement to Transform Beach Blvd



Hosted **9** pop-up/community events, attracting **400+** participants



Mailed and delivered **2,375+** postcards and e-mailed **17,375+** bus riders and stakeholders



Distributed flyers to **54** libraries, city halls, chambers of commerce, and senior and community centers



Shared e-communication tool-kits with **9** corridor cities and **18** public committees/stakeholder organizations



Shared **100+** fact sheets and frequently asked questions



Conducted on-board bus surveying, reaching **100+** riders



Promoted the project and survey with **3** OCTA Twitter posts, **3** OCTA Facebook posts, and **3** Facebook ads with **119,830** views



Announced the project through **OCTA On-the Move** blog, reaching **9,000** subscribers



Collected **1,227** completed surveys from September 19 - November 3, 2019



All materials were shared in **English, Spanish, and Vietnamese**

Where are the responses coming from?

