

El Camino Real

SPECIFIC PLAN

EARLY OUTREACH SURVEY REPORT



Survey Report Table of Contents

1. Introduction
2. Summary of Survey Process
3. Survey Results
4. Insights
5. Next Steps
6. Summary from Survey Monkey

1. Introduction

To understand stakeholder needs, values, concerns and priorities on the El Camino Real Specific Plan, the City of Encinitas engaged JPW Communications (JPW) to develop a public outreach strategy to guide the early steps in the process.

The project has three public outreach objectives:

- Create broad-based stakeholder knowledge of the goals and process for development of the specific plan.
- Engage a representative cross-section of stakeholders to understand values, needs and desires for future development along the El Camino Real corridor.
- Gauge stakeholder preferences for various elements and features to include in the updated specific plan.

The early public outreach activities include:

- Develop master narrative
- News article for the City website
- El Camino Real Specific Plan project overview video (two versions)
- Online survey
- Presentations/meetings with corridor stakeholders

This report summarizes JPW's findings from the online survey and overall understanding community sentiment regarding the El Camino Real Specific Plan.

2. Summary of Survey Process

In collaboration with the City of Encinitas staff, JPW developed a set of survey questions for online input from stakeholders. In addition to the survey, JPW created a video that served as foundational knowledge for the project, reiterated the project's importance and provided participants with information they needed to provide input in the survey. Responses to the online survey were collected through SurveyMonkey, and the video was shared through the City of Encinitas's YouTube channel.

The online survey was promoted to key stakeholders including El Camino Real residents, businesses, property owners, developers and HOAs. Additionally, the survey focused on topics of interest for individuals concerned with one or more of the following: mobility, traffic safety and transit options, housing in Encinitas, trails and parks, habitat preservation and the area's history and culture.

JPW developed a press release for the El Camino Real Specific Plan video and online survey which was shared on the City's website. JPW also crafted and sent out multiple newsletter emails to the stakeholder list of over 300 contacts. The newsletter email encouraged readers to watch the El Camino Real Specific Plan video and participate in the online survey. To expand our audience, the City's Acting Public Information Officer shared the release and video with local media.

Video and Online Survey Timeline

- May 12, 2021: City of Encinitas released the El Camino Real Specific Plan video and online survey.
- May 12 – June 2, 2021: Survey remained open for three weeks to collect responses.
- June 2, 2021: Survey closed at 11:55 p.m.

3. Survey Results

The project team collected 681 responses for the El Camino Real Specific Plan online survey during the three-week collection period between May 12 to June 2, 2021.

To view the survey results summary, please visit the [El Camino Real Specific Plan Survey dashboard](#).

A full list of write in comments are included at the end of the report.

4. Insights & Next Steps

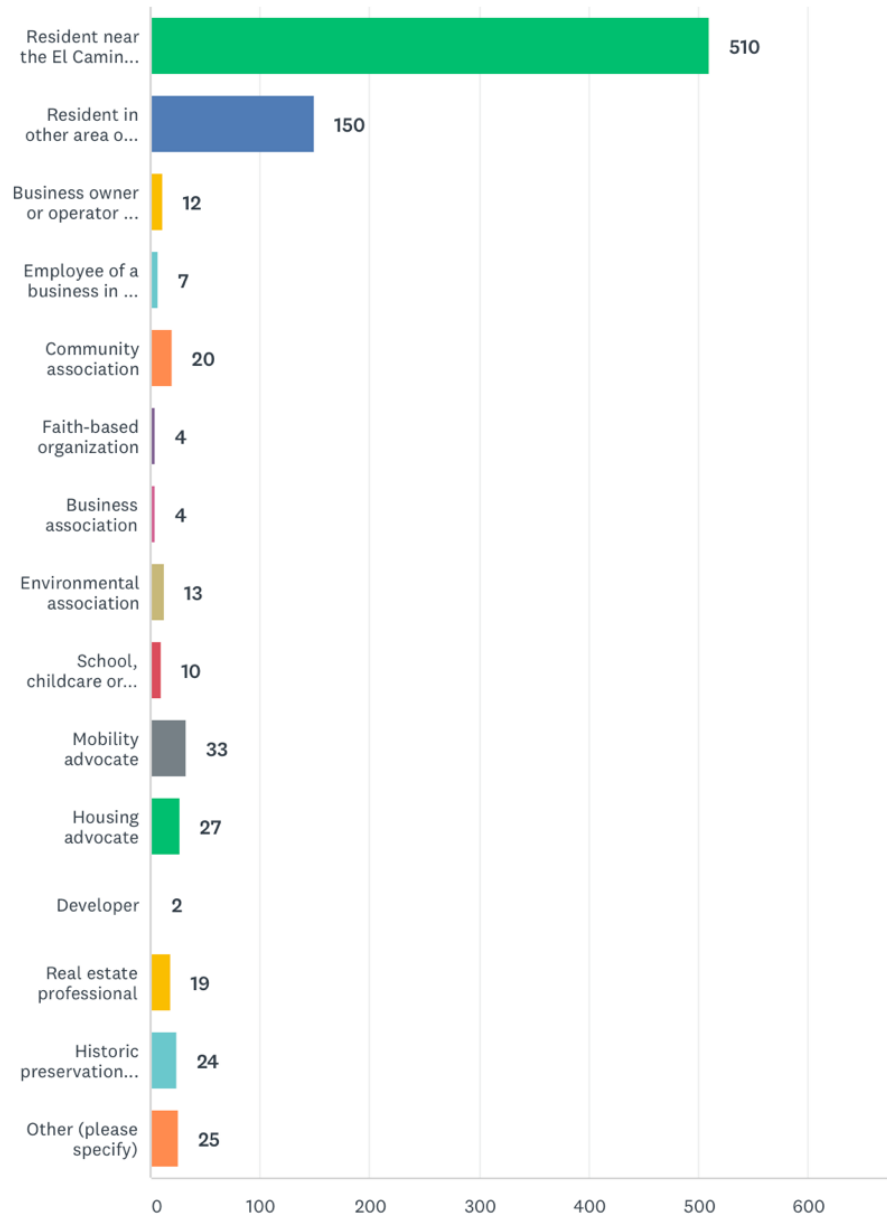
The project team identified several key findings from the nine-question survey.

Respondents' Association with the City of Encinitas and El Camino Real corridor

Out of the 681 respondents, 510 are residents live near the El Camino Real corridor and 150 are a resident in another area of the City. Using a logic question, respondents were then asked to identify which of the five Encinitas communities they reside, or work in. 330 respondents answered that they reside or work in New Encinitas.

The following best describes you: (select all that apply)

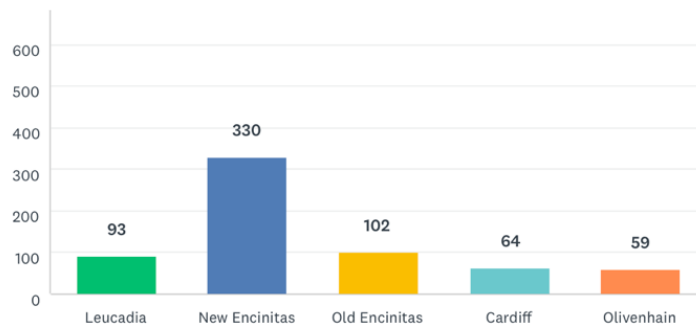
Answered: 679 Skipped: 2



ANSWER CHOICES	RESPONSES	
Resident near the El Camino Real corridor	75.11%	510
Resident in other area of City	22.09%	150
Business owner or operator in the El Camino Real corridor	1.77%	12
Employee of a business in the El Camino Real corridor	1.03%	7
Community association	2.95%	20
Faith-based organization	0.59%	4
Business association	0.59%	4
Environmental association	1.91%	13
School, childcare or learning center staff located in the El Camino Real corridor	1.47%	10
Mobility advocate	4.86%	33
Housing advocate	3.98%	27
Developer	0.29%	2
Real estate professional	2.80%	19
Historic preservation advocate	3.53%	24
Other (please specify)	Responses 3.68%	25
Total Respondents: 679		

If a resident and/or business owner, in which one of the five Encinitas communities do you reside/work?

Answered: 626 Skipped: 55



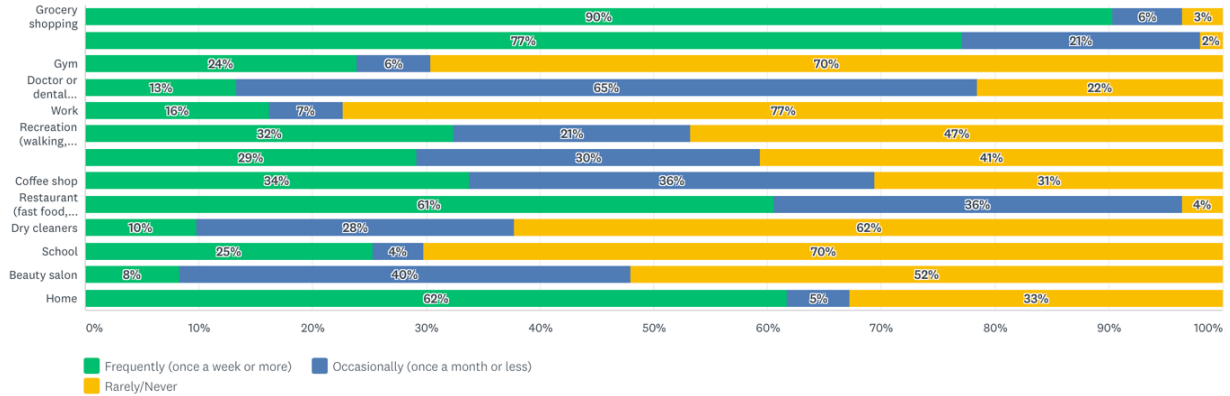
ANSWER CHOICES	RESPONSES	
Leucadia	14.86%	93
New Encinitas	52.72%	330
Old Encinitas	16.29%	102
Cardiff	10.22%	64
Olivenhain	9.42%	59
Total Respondents: 626		

Reasons for Visiting El Camino Real Corridor

The highest ranked response for reasons to visit the El Camino Real corridor was for grocery shopping. Approximately 90% selected they frequently visit for this purpose. Other reasons for visiting the corridor frequently included retail or other shopping, traveling to and from home and visiting restaurants.

How often do you visit the El Camino Real corridor for the following activities?

Answered: 643 Skipped: 38



	FREQUENTLY (ONCE A WEEK OR MORE)	OCCASIONALLY (ONCE A MONTH OR LESS)	RARELY/NEVER	TOTAL
▼ Grocery shopping	90% 570	6% 39	3% 22	631
▼ Retail or other shopping	77% 487	21% 132	2% 12	631
▼ Gym	24% 133	6% 36	70% 387	556
▼ Doctor or dental appointment	13% 83	65% 405	22% 134	622
▼ Work	16% 92	7% 37	77% 440	569
▼ Recreation (walking, running or cycling)	32% 193	21% 124	47% 278	595
▼ Parks and trails	29% 174	30% 180	41% 242	596
▼ Coffee shop	34% 202	36% 213	31% 183	598
▼ Restaurant (fast food, grab and go and sit down)	61% 380	36% 225	4% 22	627
▼ Dry cleaners	10% 58	28% 166	62% 369	593
▼ School	25% 147	4% 26	70% 408	581
▼ Beauty salon	8% 49	40% 233	52% 306	588
▼ Home	62% 360	5% 32	33% 191	583

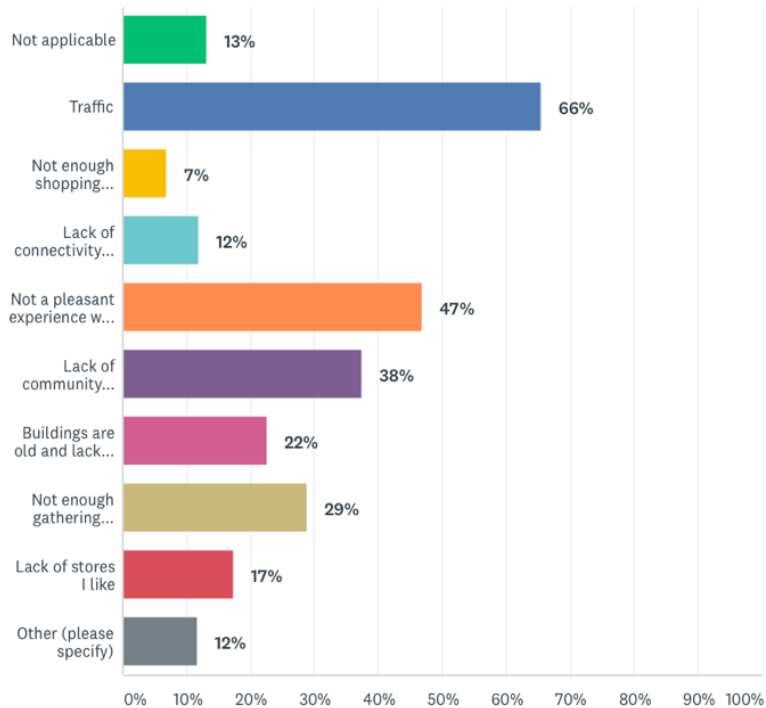
[Comments \(37\)](#)

Barriers to Visiting El Camino Real Corridor

Traffic was the highest-ranking response, at 66%, for a barrier that prevents respondents from visiting the El Camino Real corridor. Other high-ranking responses for barriers were not a pleasant experience when walking or biking and lack of community character.

Is there anything that prevents you from visiting the El Camino Real corridor frequently?

Answered: 618 Skipped: 63

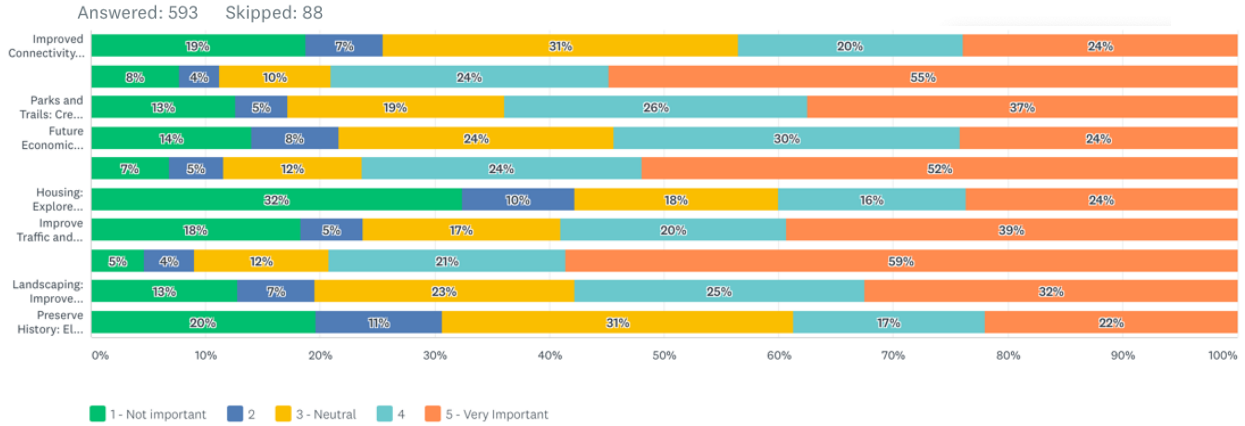


ANSWER CHOICES	RESPONSES	
▼ Not applicable	13%	81
▼ Traffic	66%	405
▼ Not enough shopping options	7%	43
▼ Lack of connectivity to my neighborhood	12%	74
▼ Not a pleasant experience when walking or biking	47%	290
▼ Lack of community character	38%	232
▼ Buildings are old and lack architectural interest	22%	139
▼ Not enough gathering spaces	29%	178
▼ Lack of stores I like	17%	107
▼ Other (please specify)	Responses 12%	73
Total Respondents: 618		

What's Most Important about the Future of El Camino Real

Approximately 59% of respondents categorized "Safety: Ensuring that the El Camino Real Corridor is safe for those driving, walking and biking" as an especially important aspect for future development of the El Camino Real corridor.

When thinking about future development within the El Camino Real corridor, what is most important to you?



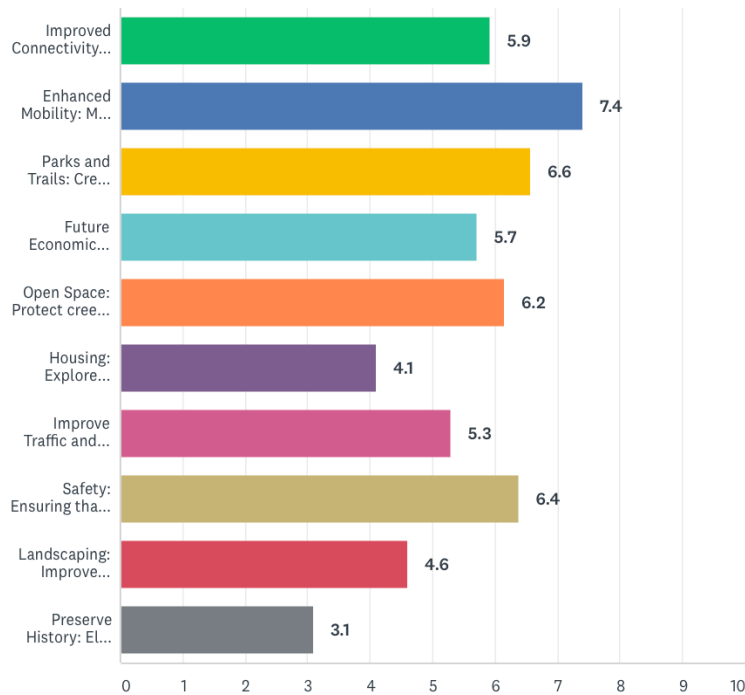
	1 - NOT IMPORTANT	2	3 - NEUTRAL	4	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Improved Connectivity: Provide stronger connections between the El Camino Real corridor and surrounding neighborhoods and businesses.	19% 108	7% 39	31% 179	20% 113	24% 138	577	3.23
Enhanced Mobility: Make it easier to get around, whether you're in a car, on a bike or on foot.	8% 45	4% 21	10% 57	24% 142	55% 322	587	4.15
Parks and Trails: Create recreational opportunities for stakeholders through enhanced City parks and trails.	13% 74	5% 27	19% 111	26% 155	37% 220	587	3.72
Future Economic Development: Invest in improvements along El Camino Real that encourage economic development and location of businesses.	14% 82	8% 45	24% 141	30% 177	24% 142	587	3.43
Open Space: Protect creek and improve creek connections to existing and future development.	7% 40	5% 28	12% 71	24% 143	52% 305	587	4.10
Housing: Explore appropriate locations for housing within the corridor to provide housing at a variety of income levels.	32% 190	10% 58	18% 104	16% 96	24% 139	587	2.89
Improve Traffic and Transportation Options: Reduce vehicle miles traveled by enhancing transit options along El Camino Real.	18% 108	5% 32	17% 102	20% 116	39% 232	590	3.56
Safety: Ensuring that the El Camino Real Corridor is safe for those driving, walking and biking.	5% 27	4% 26	12% 69	21% 121	59% 344	587	4.24
Landscaping: Improve streetscape, tree and median plantings.	13% 75	7% 40	23% 133	25% 149	32% 191	588	3.58
Preserve History: El Camino Real has historical significance in the community.	20% 115	11% 65	31% 180	17% 98	22% 129	587	3.10

When ranking items of importance for future development of the El Camino Real corridor, the highest weighted average was 7.4 out of 10 in favor of “Enhanced Mobility: Make it easier to get around, whether you’re in a car, on a bike or on foot.”

The lowest weighted average was 3.1 for “Preserve History: El Camino Real has historical significance in the community.”

When thinking about the future development within the El Camino Real corridor, put these items in order of importance.

Answered: 516 Skipped: 165



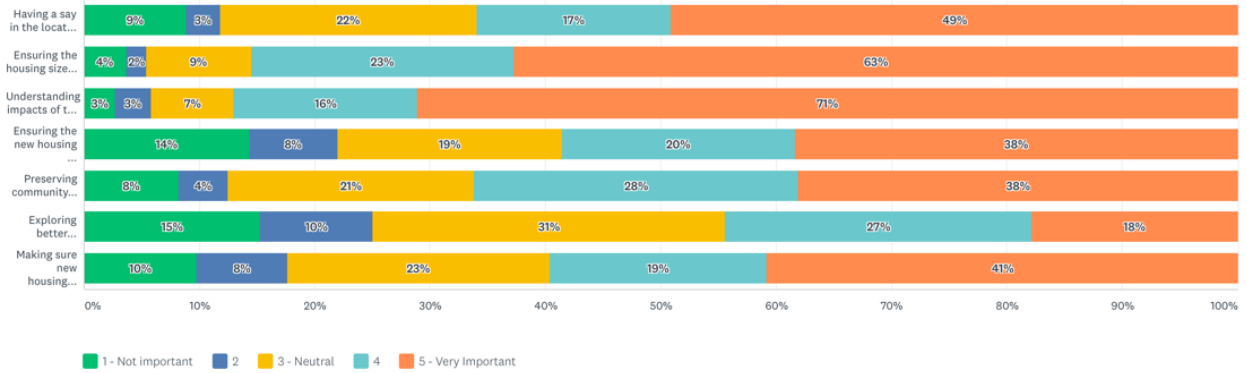
	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
<p>Improved Connectivity: Provide stronger connections between the El Camino Real corridor and surrounding neighborhoods and businesses.</p>	11.90% 59	12.30% 61	10.08% 50	11.09% 55	11.90% 59	8.27% 41	9.07% 45	9.88% 49	10.28% 51	5.24% 26	496	5.92
<p>Enhanced Mobility: Make it easier to get around, whether you're in a car, on a bike or on foot.</p>	23.66% 119	18.69% 94	16.30% 82	11.73% 59	6.56% 33	7.75% 39	5.77% 29	4.77% 24	3.38% 17	1.39% 7	503	7.41
<p>Parks and Trails: Create recreational opportunities for stakeholders through enhanced City parks and trails.</p>	7.30% 37	18.34% 93	16.17% 82	13.21% 67	14.60% 74	8.68% 44	8.09% 41	8.09% 41	3.75% 19	1.78% 9	507	6.57
<p>Future Economic Development: Invest in improvements along El Camino Real that encourage economic development and location of businesses.</p>	12.65% 64	8.89% 45	7.31% 37	12.25% 62	9.88% 50	11.26% 57	13.83% 70	9.49% 48	7.11% 36	7.31% 37	506	5.72
<p>Open Space: Protect creek and improve creek connections to existing and future development.</p>	10.41% 53	8.25% 42	11.20% 57	14.54% 74	16.70% 85	12.97% 66	10.61% 54	8.45% 43	5.50% 28	1.38% 7	509	6.15
<p>Housing: Explore appropriate locations for housing around El Camino Real to meet increased demand for housing in Encinitas for a variety of income levels.</p>	7.52% 38	3.76% 19	4.55% 23	5.35% 27	6.34% 32	12.67% 64	10.50% 53	11.09% 56	13.66% 69	24.55% 124	505	4.11
<p>Improve Traffic and Transportation Options: Reduce vehicle miles traveled by enhancing transit options along El Camino Real.</p>	7.27% 37	7.27% 37	10.61% 54	10.61% 54	10.02% 51	9.63% 49	13.36% 68	13.56% 69	11.98% 61	5.70% 29	509	5.29
<p>Safety: Ensuring that the El Camino Real Corridor is safe for those driving, walking and biking.</p>	13.21% 67	14.40% 73	12.43% 63	12.03% 61	9.86% 50	9.27% 47	11.24% 57	10.45% 53	5.13% 26	1.97% 10	507	6.39
<p>Landscaping: Improve streetscape, tree and median plantings.</p>	3.56% 18	5.73% 29	8.50% 43	5.53% 28	11.66% 59	12.65% 64	9.29% 47	14.43% 73	23.52% 119	5.14% 26	506	4.60
<p>Preserve History: El Camino Real has historical significance in the community.</p>	4.35% 22	3.75% 19	3.75% 19	3.75% 19	2.57% 13	6.13% 31	7.51% 38	8.89% 45	14.62% 74	44.66% 226	506	3.10

Housing and the Future El Camino Real

Approximately 71% of respondents ranked “Understanding impacts of the new housing to traffic and circulation,” as very important for future development of housing in the El Camino Real corridor.

When thinking about opportunities to include future housing in the El Camino Real corridor, what is most important to you?

Answered: 517 Skipped: 164



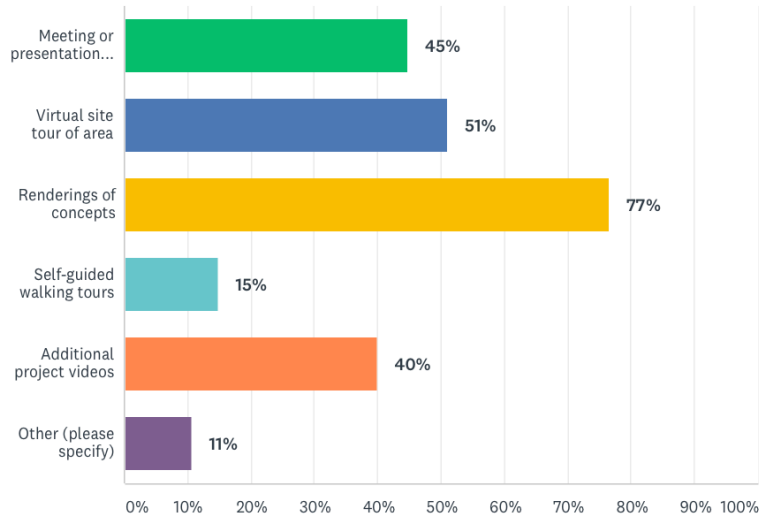
	1 - NOT IMPORTANT	2	3 - NEUTRAL	4	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Having a say in the location of the housing in the corridor	9% 46	3% 15	22% 115	17% 87	49% 254	517	3.94
Ensuring the housing size and scale is appropriate for the corridor	4% 19	2% 9	9% 47	23% 117	63% 323	515	4.39
Understanding impacts of the new housing to traffic and circulation	3% 14	3% 16	7% 37	16% 82	71% 367	516	4.50
Ensuring the new housing is affordable so professionals who work here (medical workers, restaurant staff, first responders, retirees and teachers) can live here	14% 74	8% 39	19% 100	20% 104	38% 197	514	3.61
Preserving community character through housing design and architectural style	8% 42	4% 22	21% 110	28% 144	38% 196	514	3.84
Exploring better connections between the existing neighborhoods and the corridor through the new housing	15% 78	10% 50	31% 156	27% 136	18% 91	511	3.22
Making sure new housing does not take the place of new shops, restaurants and gathering spaces for the community	10% 50	8% 40	23% 116	19% 96	41% 208	510	3.73

Project Communication

Renderings and a virtual site tour of the area were the most desired methods of communication to help share the scope of the project, both ranked 77% and 51% respectively. Approximately 31% of the respondents learned about the survey through the City social media platforms.

What would help you better understand the project?

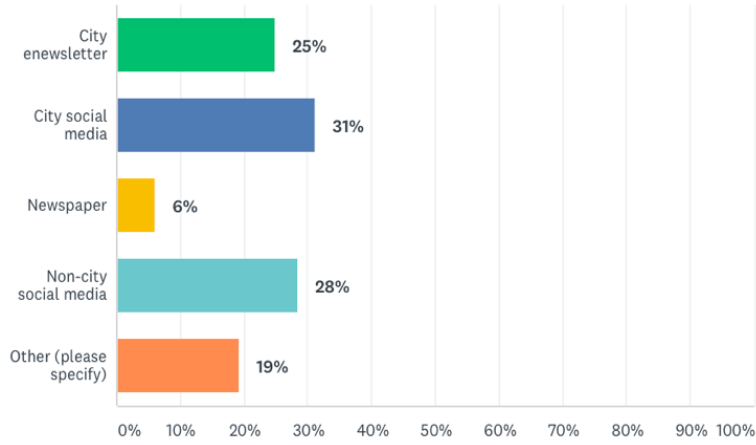
Answered: 507 Skipped: 174



ANSWER CHOICES	RESPONSES	
Meeting or presentation from the project team	45%	227
Virtual site tour of area	51%	259
Renderings of concepts	77%	388
Self-guided walking tours	15%	75
Additional project videos	40%	203
Other (please specify)	Responses 11%	54
Total Respondents: 507		

How did you hear about the project?

Answered: 513 Skipped: 168



ANSWER CHOICES	RESPONSES
▼ City enewsletter	25% 128
▼ City social media	31% 160
▼ Newspaper	6% 31
▼ Non-city social media	28% 146
▼ Other (please specify) Responses	19% 99
Total Respondents: 513	

5. Next Steps

The City of Encinitas will select a contractor bid for the development of the El Camino Real Specific Plan in Summer 2021. The online survey report along with collateral materials such as the master narrative, news release and videos, will be shared with the selected contractor. The City of Encinitas staff will review the survey results and provide guidance for future development.

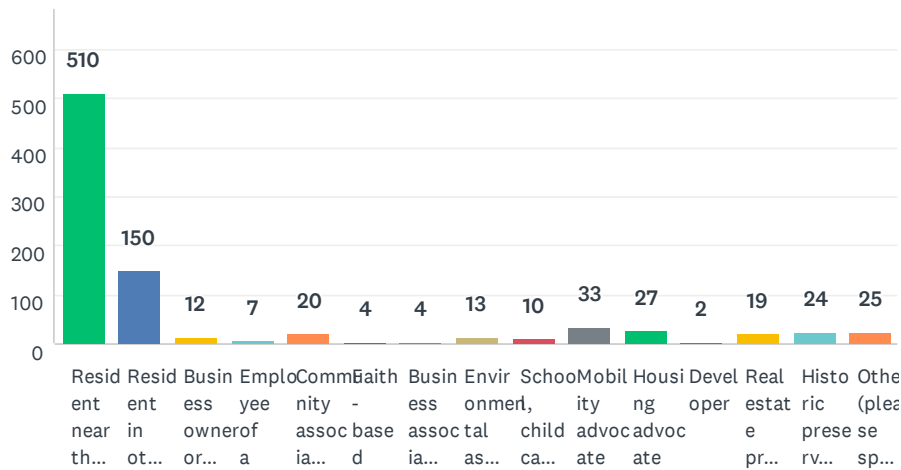
The new contractor is anticipated to start the plan development process and related outreach in Fall 2021.

6. Summary from Survey Monkey

The attached is a summary of all data from Survey Monkey.

Q1 The following best describes you: (select all that apply)

Answered: 679 Skipped: 2



ANSWER CHOICES	RESPONSES
Resident near the El Camino Real corridor	75.11% 510
Resident in other area of City	22.09% 150
Business owner or operator in the El Camino Real corridor	1.77% 12
Employee of a business in the El Camino Real corridor	1.03% 7
Community association	2.95% 20
Faith-based organization	0.59% 4
Business association	0.59% 4
Environmental association	1.91% 13
School, childcare or learning center staff located in the El Camino Real corridor	1.47% 10
Mobility advocate	4.86% 33
Housing advocate	3.98% 27
Developer	0.29% 2
Real estate professional	2.80% 19
Historic preservation advocate	3.53% 24
Other (please specify)	3.68% 25
Total Respondents: 679	

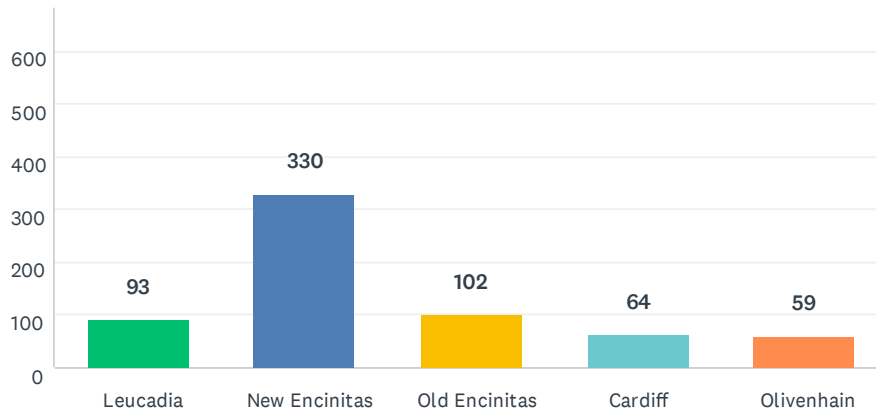
#	OTHER (PLEASE SPECIFY)	DATE
1	Engaged Citizen	6/2/2021 7:21 PM
2	Engaged Citizen	6/2/2021 7:20 PM
3	Engaged Citizen	6/2/2021 7:06 PM
4	Concerned citizen	6/2/2021 8:54 AM
5	public affairs professional	6/1/2021 11:40 AM
6	Frequent visitor	5/30/2021 4:05 PM

City of Encinitas El Camino Real Survey

7	Frequent shopper in the El Camino Real corridor	5/29/2021 2:04 AM
8	Interested citizen	5/28/2021 5:50 PM
9	Bicyclist	5/28/2021 3:04 PM
10	City of San Diego Resident	5/28/2021 2:27 PM
11	Senior citizen	5/27/2021 12:23 PM
12	Grew up in Encinitas and will be future resident	5/27/2021 9:43 AM
13	Commercial Property Owner	5/27/2021 9:37 AM
14	Living in a neighboring city which I use El Camino real to get to work	5/26/2021 8:56 PM
15	Architect lives nearby in La Costa	5/26/2021 3:29 PM
16	Travel much of the corridor 2x daily between work & home	5/20/2021 9:04 PM
17	Member of Encinitas 4 Equality Housing Committee	5/20/2021 7:57 PM
18	Owner since 1983 who watched Encinitas be dstroyed by mini-malls	5/20/2021 8:38 AM
19	Landscape Architect familiar with planning & development	5/19/2021 1:41 PM
20	Advocate of lower density	5/19/2021 12:32 PM
21	One of the midwives that helped birth the city in '86. Currently living near the city and using ECR on a regular basis.	5/17/2021 7:13 AM
22	Use this corridor frequently as I live close by.	5/16/2021 8:27 AM
23	I am an advocate for Encinitas citizens	5/16/2021 7:38 AM
24	HOA Director	5/15/2021 9:30 PM
25	Property owner in the El Camino Real corridor	5/15/2021 11:31 AM

Q2 If a resident and/or business owner, in which one of the five Encinitas communities do you reside/work?

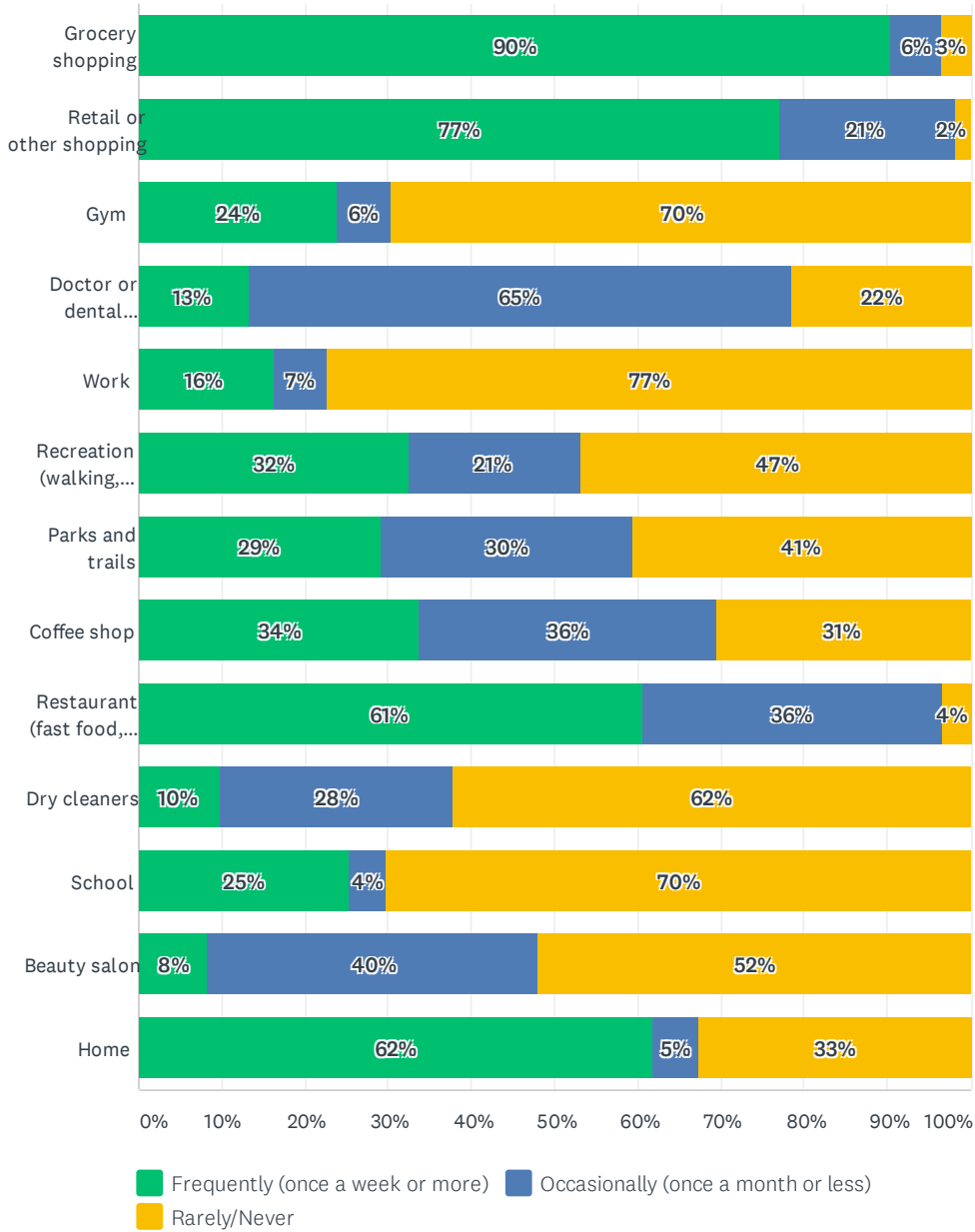
Answered: 626 Skipped: 55



ANSWER CHOICES	RESPONSES	
Leucadia	14.86%	93
New Encinitas	52.72%	330
Old Encinitas	16.29%	102
Cardiff	10.22%	64
Olivenhain	9.42%	59
Total Respondents: 626		

Q3 How often do you visit the El Camino Real corridor for the following activities?

Answered: 643 Skipped: 38



City of Encinitas El Camino Real Survey

	FREQUENTLY (ONCE A WEEK OR MORE)	OCCASIONALLY (ONCE A MONTH OR LESS)	RARELY/NEVER	TOTAL
Grocery shopping	90% 570	6% 39	3% 22	631
Retail or other shopping	77% 487	21% 132	2% 12	631
Gym	24% 133	6% 36	70% 387	556
Doctor or dental appointment	13% 83	65% 405	22% 134	622
Work	16% 92	7% 37	77% 440	569
Recreation (walking, running or cycling)	32% 193	21% 124	47% 278	595
Parks and trails	29% 174	30% 180	41% 242	596
Coffee shop	34% 202	36% 213	31% 183	598
Restaurant (fast food, grab and go and sit down)	61% 380	36% 225	4% 22	627
Dry cleaners	10% 58	28% 166	62% 369	593
School	25% 147	4% 26	70% 408	581
Beauty salon	8% 49	40% 233	52% 306	588
Home	62% 360	5% 32	33% 191	583

#	OTHER (PLEASE SPECIFY)	DATE
1	Other services	6/2/2021 8:27 PM
2	Bank	6/2/2021 7:18 PM
3	Entertainment for special events	6/2/2021 12:35 PM
4	Daycare	6/2/2021 9:23 AM
5	Pet grooming/care	6/1/2021 5:58 PM
6	Dentist, dog groomer	6/1/2021 4:21 PM
7	Gas station monthly, Post office rarely, Automotive Service Occasionally	6/1/2021 12:05 PM
8	walking my dog	5/31/2021 6:35 PM
9	Visit friends. Go to the bank.	5/31/2021 1:07 PM
10	I'd like to go for a bike ride or jog or walk but it's ugly and scary.	5/31/2021 12:22 PM
11	Bank	5/31/2021 9:20 AM
12	Resale volunteer	5/27/2021 7:53 PM
13	Dog groomers	5/27/2021 6:13 PM
14	Home and Dr. office should not be on this slide. As set up most MD/dentists etc. are within this corridor, frequency vs. should be only is your md etc. within this corridor and home question already asked. is	5/27/2021 3:59 AM
15	driving through	5/26/2021 5:12 PM
16	route to beach and to I5 via Manchester, Encinitas Blvd, Leucadia Rd	5/26/2021 1:50 PM

City of Encinitas El Camino Real Survey

17	I would walk and bike there if the auto traffic wasn't so dense, fast, chaotic and dangerous	5/25/2021 4:58 PM
18	Post Office weekly, passing through daily	5/25/2021 7:55 AM
19	Essential access to I5 via Encinitas Blvd, Manchester, Leucadia Dr; Essential access to doctors, and to Encinitas Scripps Hospital and specialists via El Camino and Santa Fe Rd	5/24/2021 6:02 PM
20	I try to avoid ECR area, traffic is awful	5/24/2021 12:49 PM
21	Getting to Carlsbad, San Marcos, neighboring cities (rather than freeway)	5/21/2021 12:42 PM
22	To access Carlsbad	5/21/2021 8:33 AM
23	Banking, Thrift shopping, AAA Auto,	5/20/2021 8:13 AM
24	Get to beach!	5/19/2021 9:35 PM
25	medical	5/18/2021 8:39 PM
26	Bank	5/17/2021 6:21 PM
27	car wash	5/17/2021 1:38 PM
28	key retail area	5/16/2021 8:30 PM
29	School of Rock- 2x weekly	5/16/2021 1:39 PM
30	You did a poor job of defining what the "Corridor" is. What are the boundaries??	5/15/2021 9:34 PM
31	As a transit corridor.	5/15/2021 8:45 PM
32	sports facilities	5/15/2021 7:59 PM
33	Visit people	5/14/2021 12:30 PM
34	I live and work within half a mile of El Camino Real in New Encinitas, off of Garden View Rd.	5/12/2021 7:36 PM
35	Dog park	5/12/2021 6:47 PM
36	Trying to get somewhere else in Encinitas or Carlsbad	5/12/2021 6:39 PM
37	car wash /garden center	5/12/2021 6:29 PM

Q4 Comments

Answered: 46 Skipped: 635

#	RESPONSES	DATE
1	I would use ECR more to commute to work in Carlsbad on my bicycle if it were bike friendly, instead I typically take the coast from Santa Fe. I don't drive to work on ECR because it is way too congested and the lights take too long. It would be great to ride my bike here and feel safer... but the speeds of traffic and the small, debris riddled bike lanes in Encinitas are no comparison to riding in the larger and typically cyclists friendly lanes of Carlsbad. So, I choose riding and stopping at the coffee shops, restaurants and brewery's after a bike ride with friends in Carlsbad as I feel it is a much safer and better option then Encinitas... which is a shame as I have been a home owner here for 20 years.	6/2/2021 9:34 PM
2	Need pedestrian and bike connectivity among various centers in the corridor	6/2/2021 7:29 PM
3	I visit El Camino Real multiple times a day on regular basis.	6/2/2021 6:20 PM
4	Nice if there was a movie theater again. Or other entertainment which would drive more people to restaurants at night	6/2/2021 12:35 PM
5	Way too much traffic. I have to frequently drive from Manchester to Home Depot and it is a nightmare.	6/2/2021 12:16 PM
6	would be nice to have safer access to Sprouts when coming on Encinitas BLVD going east. When exiting Sprouts would be nice to have a traffic light, also more safety when entering BMW on Encinitas BLVD. too	6/2/2021 9:16 AM
7	Banking several times a month	6/2/2021 8:57 AM
8	Need more transit options along this corridor and shelter at bus stops.	6/1/2021 8:57 PM
9	Seems like it takes me longer and longer each time I have to go through El Camino Real.	6/1/2021 7:22 PM
10	It is impossible to correctly answer this because you do not define what geographical boundaries are covered by the plan. I use trails in Encinitas frequently (esp lagoon) but I do not know if that is part of the question. Also, video looks like it included the new park off of Lomas and freeway. Is that part of the plan? I use that park daily. You cannot expect accurate responses to usage without defining what specific areas are covered by the questions	6/1/2021 12:00 PM
11	I live off of El Camino in Spyglass. El Camino is a freeway as many folks speed in excess of 65 miles per hour.	6/1/2021 10:11 AM
12	needs more outdoor walking areas	6/1/2021 9:37 AM
13	There are no parks and trails and there are no schools on ECR. There is also no library and there should be one.	5/31/2021 1:01 PM
14	Would love for it to be pedestrian friendly and not just a bunch of strip malls	5/31/2021 6:56 AM
15	It's been ruined enough already. No more!	5/29/2021 10:14 AM
16	I try to drive around the bulk of El Camino Real as much as possible	5/26/2021 9:29 PM
17	The city is so crowded now - past 4-5 years. Disgusting what has become of our city. Traffic is a joke. I understand the need to provide low income housing but we need no more housing other than what we need to meet state guidelines	5/26/2021 4:07 PM
18	I live on Via Montoro and would like to see traffic calming measures added to my street. The traffic speeds up and down our street all day long. I don't want even more traffic with this new plan.	5/25/2021 9:58 AM
19	ABSOLUTELY, do not restrict traffic lanes in ANY way	5/24/2021 6:02 PM
20	I try to avoid ECR area, traffic is awful. The frontage road idea that was presented in the beginning sadly wasn't implemented by the developers.	5/24/2021 12:49 PM
21	I spend my whole life driving up and down El Camino Real. I often remark at how convenient it is to live right near this corridor and have my kids' dance studio, orthodontist, pediatrician, Target, schools, hair salons, etc. right off El Camino Real - it's the best!	5/21/2021 2:45 PM
22	Somethings I had to answer "rare" since they aren't things you do monthly but this is the only	5/20/2021 7:35 PM

City of Encinitas El Camino Real Survey

place I go for salon and doctor appointment. So it doesn't feel like "rare" is the right answer. But those things don't happen monthly.

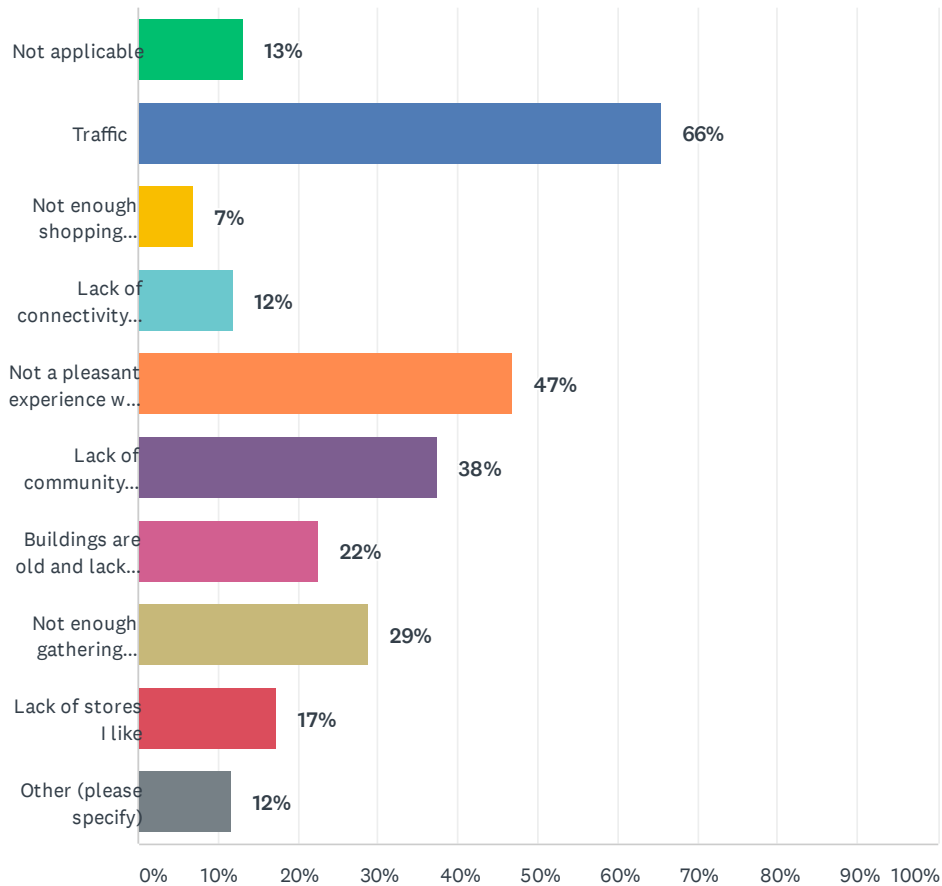
23	More outdoor dining and live music	5/20/2021 5:28 PM
24	Please do not make it less lanes. It is already too congested. Too many driveways for bikes.	5/20/2021 2:16 PM
25	In order to minimize an increase in automobile traffic, I suggest that any on sight residential be zoned for seniors and with improved public transportation so they have access to all of the EC corridor. No multi million dollar condos, please. If the committee can show me that adding housing for non retirees would NOT impact traffic, I'm listening. Walking the ECC has to be pleasant, meaning electric buses and cars, smart traffic signals and crosswalks. Think super easy, quiet, hop on, hop off transport. Develop the mass transit first, then plan for housing along the corridor. Prove to me that you can reduce traffic and make the corridor more walkable NOW, then you'll have my attention. Otherwise, the tail is wagging the dog. Add a bunch of dwellings, then tell me that public transportation is not under the city jurisdiction? I don't think so! I like walking up and down ECR but have to be on high alert when crossing the street. Too many Right turners just don't look. Please address transportation before adding residential. Thanks.	5/20/2021 8:13 AM
26	I bike to work but go through neighborhoods to avoid the El Camino chaos.	5/19/2021 9:35 PM
27	I would like to make it clear that I am utterly against up zoning and U-B9 and UB-10. It did not work in Ballard Washington and did not ultimately end up helping lower income or homeless. And I do not believe it will work here. Please be responsible and respectful of our city.	5/19/2021 12:36 PM
28	I use ECR at least 2x daily	5/18/2021 9:21 PM
29	I would use ECR more for local dining, coffee and shopping but it is not a desirable corridor. There is way too much traffic. Way too many signals. The bike lanes are jokes, pushing bikes into the gutters to be able to stay away from cars is poor design and not safe. The sidewalks are too narrow, ae filled with telephone poles, power boxes, light posts, street signs. There is not enough room for a family of three to walk side by side on the sidewalk. The sidewalk is too close to the fast moving traffic immediately adjacent to the sidewalk. The loud car noise, smelly vehicle exhaust and unsafe proximity to vehicles makes it unpleasant if not unsafe and not healthy to walk. So why visit ECR?	5/18/2021 5:45 PM
30	?	5/18/2021 12:48 PM
31	I go to this area of Encinitas to run errands. I can find everything I need on El Camino Real.	5/17/2021 4:22 PM
32	Live in Cardiff & patronize my local businesses as much as possible.	5/17/2021 7:39 AM
33	Significant concerns primarily surrounding traffic congestion impact, and as a result emergency response times as someone living along El Camino Real.	5/16/2021 10:14 AM
34	My home backs up to El Camino Real, so I pretty much live on it.	5/15/2021 11:04 PM
35	You did a poor job of defining the boundaries of the "corridor". Our school is Park Dale. Our home is on Tennis Place. I consider both of these in the corridor.	5/15/2021 9:34 PM
36	Traffic is out of control and dangerous. Stop pandering to bikes and keep the road safe for the majority using cars. The city focusing on only the safety if bikes and peds is discriminatory to those of us who are disabled and need safe roads and parking.	5/15/2021 3:24 PM
37	It's so congested as it is the last thing El Camino needs is more traffic or bikes. The bikes are currently a danger.	5/15/2021 1:55 PM
38	please don't destroy our neighborhoods or our businesses	5/15/2021 9:25 AM
39	I would like to see a walking path utilizing the current parking lots which would accommodate wheelchairs, dogs on leashes and families. By connecting the lots on the west side of ECR (by taking down fencing and putting in ramps and stairs) people could walk to as many stores, restaurant, etc. as they like. Also, I'd like to see a "Surf Shuttle" that takes people from this corridor to the beach and back. It can be a one-way right-turn only shuttle that stops on the corners of the major thoroughfares: Sante Fe & ELC, Sante Fe and San Elijo, Encinitas Blvd & Vulcan & Leucadia Blvd. & Hwy 101 & then it can circle round to scoop up riders on the east end of those same points: Leucadia Blvd & ELC, Encinitas Blvd & ECR, and Sante Fe Dr. & ELC Real. That way people can park on one end of the ECR corridor and take the Surf Shuttle back to their car. This shuttle can also accommodate surfers and bikers, with appropriate equipment. It would be like the tram at the fair, running on electricity.	5/14/2021 12:30 PM
40	None	5/14/2021 11:42 AM
41	None at this time.	5/14/2021 10:19 AM

City of Encinitas El Camino Real Survey

42	If the city is looking for areas to locate higher density housing near public transportation and jobs, this is the corridor where it makes most sense.	5/12/2021 8:12 PM
43	I spend 99% of my life within .5 miles of El Camino Real in New Encinitas, near Garden View Rd. I live here, I work here, my kids go to school here, I shop here, etc.	5/12/2021 7:36 PM
44	This question seems to ignore pass-through traffic. I am on ECR often while going somewhere else.	5/12/2021 6:39 PM
45	There is so much potential to make El Camino Corridor more liveable/walkable, by adding housing above retail, etc.	5/12/2021 6:33 PM
46	Too congested. I try to avoid it as much as possible	5/12/2021 6:23 PM

Q5 Is there anything that prevents you from visiting the El Camino Real corridor frequently?

Answered: 618 Skipped: 63



ANSWER CHOICES	RESPONSES	
Not applicable	13%	81
Traffic	66%	405
Not enough shopping options	7%	43
Lack of connectivity to my neighborhood	12%	74
Not a pleasant experience when walking or biking	47%	290
Lack of community character	38%	232
Buildings are old and lack architectural interest	22%	139
Not enough gathering spaces	29%	178
Lack of stores I like	17%	107
Other (please specify)	12%	73
Total Respondents: 618		

#	OTHER (PLEASE SPECIFY)	DATE
1	It's mostly large chain or big box stores. I prefer to shop local when I can	6/2/2021 10:50 PM

City of Encinitas El Camino Real Survey

2	Huge, grey, hostile asphalt parking lots dominate the landscape	6/2/2021 7:38 PM
3	Aggressive homeless everywhere	6/2/2021 4:04 PM
4	There are no parks or other pleasant places	6/2/2021 3:50 PM
5	prefer not to sacrifice traffic lanes for bikes, maybe overpass for pedestrian/bike traffic	6/2/2021 9:17 AM
6	Roads are terrible, never fixed	6/2/2021 8:57 AM
7	I live and work here.	6/2/2021 8:53 AM
8	Not near where I live.	6/2/2021 8:35 AM
9	Too much traffic getting there from Leucadia.	6/2/2021 7:19 AM
10	Corridor is not bad now. Could use some cosmetic updates.	6/1/2021 6:00 PM
11	No housing	6/1/2021 5:47 PM
12	Toooo much construction lately	6/1/2021 4:21 PM
13	Not enough natively natural areas	6/1/2021 1:06 PM
14	too much road construction	6/1/2021 11:31 AM
15	Quality Dining	6/1/2021 9:40 AM
16	I'd rather go to the forum. I only go to stores on Ellen Camino real if I have to. Home Depot, dollar store, home goods, sprouts, tj maxx and the 477 medical center are where we go most	6/1/2021 9:24 AM
17	The strip centers are hard to navigate. They don't connect at all and it's a pain to get in and out of most of them. Plus, it is very hard to see what businesses are located in them.	5/31/2021 2:13 PM
18	Too many buildings and not enough open space. It is just one strip mall after another and too difficult to navigate. Drivers are terrible so I do just about anything to avoid El Camino Real.	5/31/2021 1:07 PM
19	Too many cars and not big enough side walks and gathering spaces.	5/31/2021 1:06 PM
20	It is a place to do chores, not an enjoyable place.	5/31/2021 1:04 PM
21	too difficult to navigate even in a car, the malls don't connect so it's hard to drive from one area to the next, I'd rather have somewhere to park and then walk from mall to mall. And within the malls, there aren't easy sidewalks to go from one part of the mall to the other on foot. And it's super scary with little kids or dogs -- again, so hard to walk around safely.	5/31/2021 12:25 PM
22	Prefer local options when available, drive less	5/31/2021 9:21 AM
23	It's not Encinitas anymore	5/29/2021 10:15 AM
24	Noisy	5/28/2021 9:51 PM
25	I don't have the need for more shopping	5/28/2021 1:59 PM
26	Need more walkable areas away from the ECR Traffic	5/27/2021 12:26 PM
27	Generally heavily congested	5/27/2021 9:53 AM
28	Limited unique restaurant options (too many chains)	5/27/2021 9:36 AM
29	Does not look well thought out	5/27/2021 7:41 AM
30	Too many resale shops	5/27/2021 7:02 AM
31	Nothing prevents my visiting EXR	5/27/2021 5:35 AM
32	Lack of safe, enjoyable connectivity to my neighborhood. I appreciate the bike lanes that have been built, but the drivers, turning without looking, speeding, scare me to death.	5/25/2021 4:59 PM
33	Lack of outdoor, family-friendly dining options; lack of pedestrian/bicycle access to strip malls; narrow sidewalks next to high speed vehicular traffic	5/25/2021 9:18 AM
34	Difficult driving experience. Roadways are not set up to be safe and business driveways are located in odd places, buildings are too close to roadways	5/25/2021 7:57 AM
35	We need more family friendly restaurants with good food!	5/23/2021 7:24 AM
36	not safe for bikes	5/22/2021 4:41 PM
37	No good trails. sidewalks are unsafe as motorists do not look both ways.	5/22/2021 1:05 PM

City of Encinitas El Camino Real Survey

38	Poorly timed stoplights always cause unnecessary waits	5/21/2021 6:42 PM
39	the lights take a long time to change so it takes a long time to cross the street to get back and forth from my home to the other side where there are more parks	5/21/2021 10:22 AM
40	Haphazard, ad-hoc design. No way to get from one mini mall to another without entering traffic. Some extremely dangerous left hand turns, e.g. into CVS from ECR	5/21/2021 9:59 AM
41	Lack of parks and playgrounds	5/20/2021 10:21 PM
42	Not enough sit-down dining options.	5/20/2021 9:28 PM
43	Home Goods parking is too small	5/20/2021 3:49 PM
44	Lack of entertainment (a movie theater would be great)	5/20/2021 3:12 PM
45	Very annoying to have to drive in and out of mini-malls instead of having connecting driveways or access from El C	5/20/2021 8:27 AM
46	Keep the unique businesses and stop making it only affordable to places like the gap and Sephora.	5/19/2021 12:38 PM
47	Not enough sit down dining for dinner/drinks that we can bike/walk to. Only Craftsman....	5/18/2021 8:50 PM
48	Poor biking and walking corridors	5/18/2021 7:47 PM
49	Nothing prevents me from visiting	5/18/2021 7:18 PM
50	Small parking spaces	5/18/2021 5:17 PM
51	Not enough local ownership - coffee, restaurants, shops	5/18/2021 10:48 AM
52	The road is full of holes	5/18/2021 7:34 AM
53	BRING BACK THE MOVIE THEATRE	5/17/2021 1:39 PM
54	Too much concrete. Retail "big boxes" do not need to be attractive here... not expecting that. Function over form. Let "the market" determine highest and best use.	5/16/2021 8:39 PM
55	Bad lights getting timed out on turns	5/16/2021 3:11 PM
56	Parking lots are small, actual parking spaces are small	5/16/2021 1:40 PM
57	The	5/16/2021 11:31 AM
58	More unique restaurants and shopping	5/15/2021 11:17 PM
59	no	5/15/2021 10:02 PM
60	Roads were torn up and never fixed	5/15/2021 9:38 PM
61	Traffic lights are a nightmare.	5/15/2021 9:36 PM
62	Community based harassment by Encinitas first responders and :citizens on phone patrol"	5/15/2021 7:13 PM
63	Bikes are dangerous still outside designated lanes.	5/15/2021 3:25 PM
64	Lack of things to do: movies, bowling, etc	5/14/2021 6:36 PM
65	See notes on previous page, make all the shopping centers connected via walking paths, using current parking lots.	5/14/2021 12:32 PM
66	Not walkable. Stores are meh. Too much traffic. Not a pleasant experience. Too many chains.	5/14/2021 11:13 AM
67	As I live within two blocks of ECR, I don't have much choice but to visit it most days.	5/14/2021 10:46 AM
68	Despite having high speed limits, traffic does not flow and stoplights can last 2+ minutes	5/12/2021 8:40 PM
69	Continuous road work and backups due to that road work	5/12/2021 7:06 PM
70	I prefer stores, restaurants and other businesses that I can walk to from home. It isn't feasible to walk to ECR from Leucadia. It's too far.	5/12/2021 6:40 PM
71	Massive focus on cars/parking. Walking between shopping areas can be scary with kids	5/12/2021 6:34 PM
72	no connectivity between shopping centers	5/12/2021 6:31 PM
73	More sit down restaurants. All fast casual	5/12/2021 6:01 PM

Q6 Comments

Answered: 71 Skipped: 610

#	RESPONSES	DATE
1	Lack of adult community events, can't walk or bike places without being next to major traffic... lack of quality in house dining restaurants as well.	6/2/2021 9:38 PM
2	El Camino is a series of mostly unattractive strip malls. Inducive store fronts facing ECR vs an asphalt plain.	6/2/2021 7:38 PM
3	Sometimes I take a detour because of traffic.	6/2/2021 6:23 PM
4	I walked to a coffee shop with my daughter this weekend. Crossing El Camino Real is stressful. I feel very nervous when my daughter crosses with friend to go to the frozen yogurt or coffee shop.	6/2/2021 8:55 AM
5	Too much traffic.	6/1/2021 7:23 PM
6	Would love Costco, ol	6/1/2021 2:40 PM
7	I would say lacks dense, walkable destinations. "Character" is such a concerning word to use in a survey.	6/1/2021 1:22 PM
8	I don't like how each shopping area requires different entrances	6/1/2021 12:01 PM
9	I don't feel safe biking in the area and it generally has a great disconnect for people on foot or on a bike.	6/1/2021 10:36 AM
10	Nothing prevents me. I am in ECR area frequently	6/1/2021 9:16 AM
11	Whoever wrote these questions needs a class on survey research. The implicit bias is astounding.	6/1/2021 9:08 AM
12	We need safe bike lanes in both directions on the El Camino corridor	5/31/2021 5:53 PM
13	It needs big sidewalks, protected bike lanes with planted barriers. The malls should have more walking and less driving. The drive thru fast food places should be electric-cars ONLY. And there should be no more drive thru shops or restaurants allowed. There should be electric car charging places that are public gathering spaces. It would be helpful to have an underground parking garage and a shuttle bus. The malls should connect and have big sidewalks within them or all walking areas like UTC.	5/31/2021 1:06 PM
14	I avoid the heavy traffic on ECR	5/30/2021 4:07 PM
15	i miss chilis, we have no sit down restaurants here	5/29/2021 9:21 PM
16	I live within the area and it's not a pleasant walk to the restaurants and cafes that I'd like to go to.	5/29/2021 4:46 PM
17	I avoid El Camino Real and Encinitas Blvd, especially that intersection as much as possible due to traffic congestion	5/29/2021 11:00 AM
18	no more housing please	5/29/2021 8:38 AM
19	I do not live in North County but love biking there and am in Encinitas and on El Camino Real frequently.	5/28/2021 3:06 PM
20	If there is any trails in this area, I am not aware of this. I avoid walking for no reason in a urban setting, I prefer to go to a park.	5/28/2021 1:59 PM
21	Lack of plants, shade	5/28/2021 5:51 AM
22	Too many places in one area creating traffic	5/27/2021 11:38 AM
23	Would be great if it was more centralized/town designed like San Elijo	5/27/2021 8:59 AM
24	How can there not be a Dairy Queen in Encinitas? Is this because rents are too high? There are a few great spots, Peachy's, Rosanna's , Alice's and some French bakeries.	5/27/2021 6:40 AM
25	It is useful, but charmless	5/26/2021 10:33 PM
26	I became a New Encinitas homeowner/resident in 1993 and for as long as I can remember, the	5/26/2021 10:08 PM

City of Encinitas El Camino Real Survey

corridor has been a hit-and-run destination, meaning get your shopping and food choices, then retreat back home. No real place to stop and enjoy scenery or have a pleasant outdoor dining experience.

27	This survey is completely biased towards removal of vehicles, redevelopment of the area and adding housing to an already congested area. Unless you can exclude east county from using el camino real as a freeway bypass I oppose all of your redevelopment plans. The city council's self interest is disgusting.	5/26/2021 8:27 PM
28	I visit weekly, mainly for shopping or take-out dining.	5/25/2021 4:35 PM
29	It is great now, why mess with success	5/25/2021 3:19 PM
30	I try to go as many places as possible by bike or foot. Biking and walking on the corridor is VERY unpleasant.	5/25/2021 3:04 PM
31	There are no outdoor beautiful spaces in the strip malls adjacent to our neighborhood. No parks along El Camino Real either. Too much traffic up our street getting to El Camino Real.	5/25/2021 10:01 AM
32	El Camino connects to everything I need, but I'd love to be able to ride my bike more often to these places. Right now it's like a 6 lane highway with traffic lights. Many of the shopping centers don't even have sidewalks to access the stores. One has to walk on the road to access.	5/25/2021 5:32 AM
33	El Camini Real is a well functioning commercial, access, and through street, and traffic MUST not be restricted in ANY way	5/24/2021 6:04 PM
34	Too much asphalt and concrete, not enough green areas and trees	5/24/2021 12:51 PM
35	Some of the strip malls are really dated with poorly designed parking lots.	5/21/2021 9:29 PM
36	I go there every single day!	5/21/2021 2:45 PM
37	I live close enough to walk but it's not a pleasant walk along Encinitas Blvd	5/21/2021 12:42 PM
38	I emailed city planning in 2017 about how hard it was to walk with a stroller	5/20/2021 10:41 PM
39	There are restaurants that I love but no real gathering places to be able to enjoy. I picture a food hall type place with food trucks and vendors. Maybe could even be a monthly first Saturday type thing.	5/20/2021 10:24 PM
40	Let's face it, who really likes their shopping experience in strip malls? I really like a lot of places and store options but it would really be great if this felt more like a town center for new Encinitas than a strip mall on steroids.	5/20/2021 7:37 PM
41	I'm on this road at least 5 times a day	5/20/2021 4:41 PM
42	Bring back a movie theater.	5/20/2021 2:17 PM
43	It is all just too busy and unpleasant not to mention lack of any cohesiveness.	5/20/2021 8:40 AM
44	It's all ugly with no apparent planning and way too much traffic. I use very few of the businesses. I would rather go downtown Encinitas.	5/20/2021 8:27 AM
45	ECR feels like a car corridor. Wouldn't it be amazing if a portion of ECR was only open to public transport and foot traffic? It would slow things down, reduce pollution and then it would feel like a relaxing community.	5/20/2021 8:18 AM
46	Walking/biking shortcuts to connect neighborhoods to shopping would be really useful. Traffic is so frustrating & the street always seems to be torn up from construction the last 5+ yrs.	5/19/2021 9:38 PM
47	The whole corridor is in need to being redeveloped.	5/19/2021 2:45 PM
48	The buildings look old and dated. It can be dangerous to be in the right lane because people don't expect other drivers to turn into the businesses.	5/19/2021 9:43 AM
49	ECR is a traffic carrier. It would be unreasonable for me to expect otherwise. It is also unreasonable for me to cut through neighborhoods where families live, children play to save me a few minutes in my travels to/from shopping and business along ECR and my home. It is the City that keeps trying to increase housing and therefore is the cause of more traffic on ECR.	5/18/2021 9:25 PM
50	Please focus on foot and bike options ... balance car with foot connections. Bring restaurants into the neighborhood instead of gas stations and 7-11s.	5/18/2021 7:47 PM
51	Mlb	5/18/2021 12:49 PM
52	I live on the North side of Mountain Vista near ECR. Trying to walk to Yogurtland, for example,	5/18/2021 10:51 AM

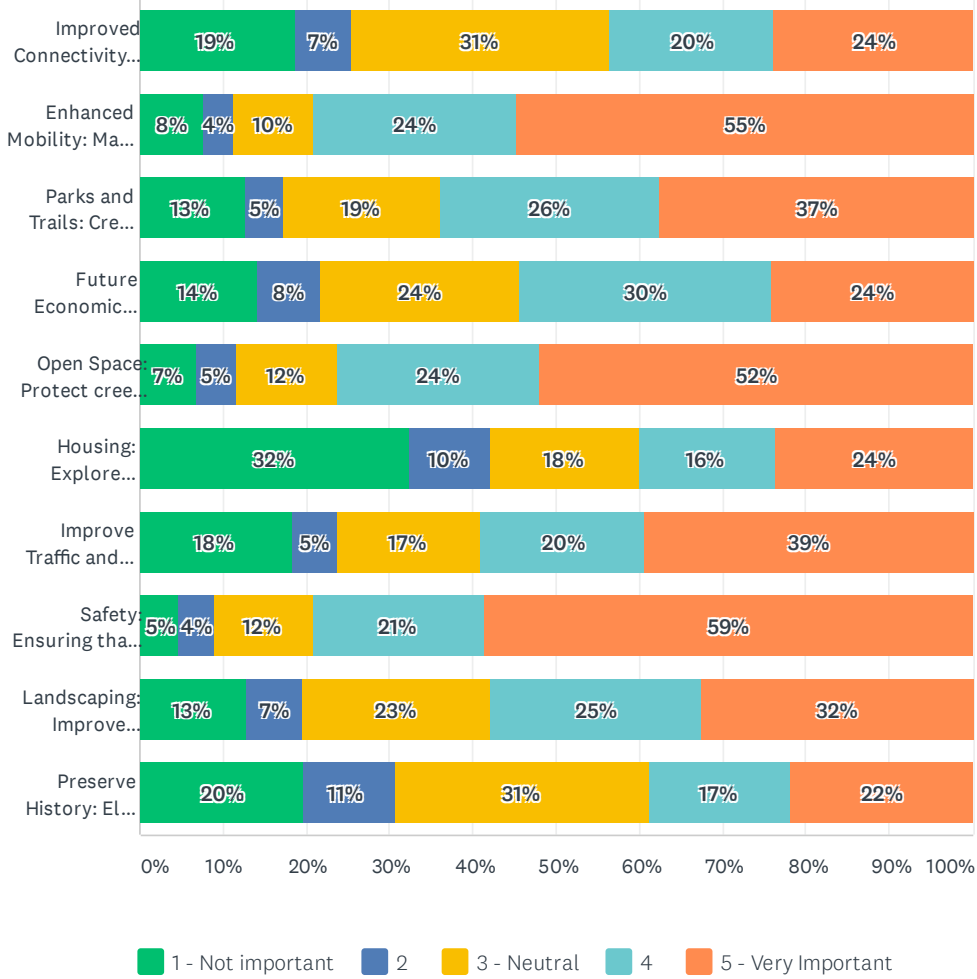
City of Encinitas El Camino Real Survey

with my kids is treacherous. Crossing ECR, getting into the shopping center parking lot and crossing over the parking lot exit to where Yogurtland is very dangerous. Trying to do it with strollers or a wheel chair (as I did when my father visited) is much worse. I once walked several blocks along ECR to dinner at the Himalayan Kitchen- I wouldn't do it again because it's so unpleasant with the traffic & the sidewalk being right next to the road with no buffer. It's frustrating because we live so close to ECR and would love to walk more to all the shops, but it's not conducive to walking. As my elementary aged kids get older, I'd like them to be able to safely walk to jobs on ECR, visit the shops, and cycle along the ECR on their way to San Dieguito Academy. I would also love to see a shuttle (maybe free) that would run frequently between Moonlight Beach & ECR/Encinitas Blvd to improve connectivity to the beach from here without having to drive (and for people who don't drive,) Many years ago I once took the bus to the Encinitas library with my kids, but it took an hour & 1/2 to get there including walking & waiting time. Even better- it would be amazing to have a trail/bike lane that is completely protected from traffic that we could use to get all the way to the beach. I'd like to see more independent coffee shops/cafes on ECR with welcoming outdoor patios. More independent businesses with character, fewer big corporate chains! A library would be fantastic!! This is a neighborhood full of school children- but we have to drive miles to either the Encinitas library or the Dove library. I would support well designed townhomes along the ECR to provide more affordable housing.

53	I avoid the area at busy times.	5/17/2021 5:03 PM
54	BRING BACK THE MOVIE THEATRE	5/17/2021 1:39 PM
55	Lots of traffic. If the city put in distracting road bike paths, like they did along 101, it would be more of a traffic mess.	5/17/2021 7:42 AM
56	This will never be an entirely beautiful shopping area or an architecturally interesting area/zone, bike or ped friendly, when compared to Hwy 101 corridor. Please keep that in perspective. Prioritize accordingly, Hwy 101 improvements first, this last.	5/16/2021 8:39 PM
57	I like it the way it is. Traffic moves well. Traffic lights times and placed well.	5/16/2021 4:00 PM
58	Need more vehicle lanes.	5/16/2021 8:35 AM
59	There is absolutely no need to change El Camino Real, traffic moves very well!	5/16/2021 12:53 AM
60	Traffic is a huge problem and there needs to be some traffic calming measures south of Encinitas Blvd for the homes from Crest south where homes are backed up to the road.	5/15/2021 11:08 PM
61	There is no sidewalk or walkable option from our street on Tennis Place to El Camino.	5/15/2021 9:36 PM
62	Traffic!	5/15/2021 5:05 PM
63	The character of Cardiff and Encinitas is being ruined by the new developments.	5/15/2021 1:56 PM
64	Very poor pedestrian/bicycle experience even though extremely close to house. Commercially, more common gathering type dining locations similar to that in Cardiff (Waverly, Lost Abbey, East Coast pizza, Seaside Market) would be an attraction.	5/15/2021 9:14 AM
65	See previous page.	5/14/2021 12:32 PM
66	See above.	5/14/2021 10:46 AM
67	The traffic signals along El Camino Real are well organized and the traffic flows great, as opposed to surround cities.	5/13/2021 9:18 AM
68	Everything is very spread out and it's not easy to park in one place and walk between stores/shopping places.	5/13/2021 8:09 AM
69	I don't consider El Camino Real a bike friendly sector and by making it so, the city will create a dangerous thoroughfare with too many driveways and side streets.	5/12/2021 6:49 PM
70	I am glad you are doing this. It's too bad we weren't a City when this was developed so we could have done a Specific Plan first. It was distressing to watch it develop hglgly pigley.	5/12/2021 6:31 PM
71	Too much traffic and too many traffic lights	5/12/2021 6:28 PM

Q7 When thinking about future development within the El Camino Real corridor, what is most important to you?

Answered: 593 Skipped: 88



City of Encinitas El Camino Real Survey

	1 - NOT IMPORTANT	2	3 - NEUTRAL	4	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Improved Connectivity: Provide stronger connections between the El Camino Real corridor and surrounding neighborhoods and businesses.	19% 108	7% 39	31% 179	20% 113	24% 138	577	3.23
Enhanced Mobility: Make it easier to get around, whether you're in a car, on a bike or on foot.	8% 45	4% 21	10% 57	24% 142	55% 322	587	4.15
Parks and Trails: Create recreational opportunities for stakeholders through enhanced City parks and trails.	13% 74	5% 27	19% 111	26% 155	37% 220	587	3.72
Future Economic Development: Invest in improvements along El Camino Real that encourage economic development and location of businesses.	14% 82	8% 45	24% 141	30% 177	24% 142	587	3.43
Open Space: Protect creek and improve creek connections to existing and future development.	7% 40	5% 28	12% 71	24% 143	52% 305	587	4.10
Housing: Explore appropriate locations for housing within the corridor to provide housing at a variety of income levels.	32% 190	10% 58	18% 104	16% 96	24% 139	587	2.89
Improve Traffic and Transportation Options: Reduce vehicle miles traveled by enhancing transit options along El Camino Real.	18% 108	5% 32	17% 102	20% 116	39% 232	590	3.56
Safety: Ensuring that the El Camino Real Corridor is safe for those driving, walking and biking.	5% 27	4% 26	12% 69	21% 121	59% 344	587	4.24
Landscaping: Improve streetscape, tree and median plantings.	13% 75	7% 40	23% 133	25% 149	32% 191	588	3.58
Preserve History: El Camino Real has historical significance in the community.	20% 115	11% 65	31% 180	17% 98	22% 129	587	3.10

Q8 Comments

Answered: 87 Skipped: 594

#	RESPONSES	DATE
1	What about the option to create a "road diet" with less lanes for cars, more space for walking and biking, which creates economic revitalization?	6/2/2021 9:45 PM
2	I don't know the history of ECR, nor do I believe it applies much outside of the Encinitas heritage museum... I think future generations can appreciate the historical context despite changing to today's values and desires of the community. I also think that there is too much concrete and perhaps some of the smaller business would be more appealing to frequent if the landscaping from ECR around those independent and much needed small businesses was more appealing... big retailers landscaping probably doesn't matter as we all know them and frequent them regardless.	6/2/2021 9:44 PM
3	Roadside trees are needed to shade sidewalks and help calm traffic. Re-expose and continue the Encinitas Creek tributary and some riparian habitat that extends south along the west side of ECR from Garden View and ECR to the Via Molina/ECR intersection area	6/2/2021 9:29 PM
4	Show me the shuttles	6/2/2021 8:30 PM
5	ECR is way too car-centric and is very pedestrian and bike-unfriendly. Over the years, we've spent \$\$\$\$ in favor of cars, and basically ignored other peds and bikes. Example: to legally get from Jiffy Lube to Rubio's, a pedestrian has to walk about 4x the direct distance, and it's a far from pleasant walk. The pedestrian has to press the beg button and wait, and wait. For bikes it's even worse. To get to the left turn lane to make a U-turn, the cyclist somehow has to cross three lanes of car traffic. And then, the signal sensor fails to detect bikes, and so the cyclist has to wait for a car to trip the signal? The alternative is to get off the bike and press the beg button, which is a clumsy and inconvenient operation. Bike racks are non-existent in the area. Tiny changes will help peds and bikes a lot, but we seem to only spend money for cars.	6/2/2021 11:10 AM
6	Making corridor walkable, drivable safely is important. Business / shopping center owners should be ACCOUNTABLE for their own centers not my tax dollars.	6/2/2021 9:01 AM
7	It would be wonderful if those of us who live in new Encinitas could ride our bikes to the stores. I would do it in a heartbeat if El Camino Real wasn't so crazy. I really would like to decrease the number of commuters coming through Encinitas on ECR.	6/2/2021 8:58 AM
8	The corridor is already built out, you want to build more houses where there are already thousands, like on melba where they're trying to stuff 30 houses into old Encinitas and hopefully there is someone in the city somewhere who will remember it's called old Encinitas, our neighborhood, not "meet the quota " of stuffing houses into our community.	6/1/2021 8:25 PM
9	Public transportation needs a hug reboot. Most bus stops lack seating and shade or protection from hot sun.	6/1/2021 7:31 PM
10	Housing should not be on El Camino. It's way too crowded already!!!!!!	6/1/2021 6:30 PM
11	Too many cars! Unpleasant to sit outside at cafes because of traffic, and dangerous to walk or bike.	6/1/2021 2:54 PM
12	Improve traffic only option is by reducing vehicle miles? What are you going to do, only allow walking, bicycles and buses? Ridiculous, I will never go there if you do that.	6/1/2021 11:35 AM
13	Having open park space for walking/ gatherings is important within commercial and residential areas	6/1/2021 9:50 AM
14	No more bike lanes and roundabouts El Camino real is fine do not wast money changing it	6/1/2021 9:24 AM
15	It's scary to ride a bike along El Camino, and not so fun to walk.	6/1/2021 9:10 AM
16	Please, stop with all of the housing and traffic "upgrades".	6/1/2021 12:54 AM
17	More walking mobility than cars.	5/31/2021 1:09 PM
18	I don't quite understand the "Preserve History" question. We'd need to recover any historical associations, as there is no historical memorial to preserve.	5/31/2021 12:27 PM
19	Preserving community character of the individual locations throughout encinitas is very	5/30/2021 11:00 AM

City of Encinitas El Camino Real Survey

	important !	
20	I think housing has a huge opportunity here, but not more single family homes. As a current apartment dweller, I would be very interested in living closer to amenities that I could walk to and avoid car trips. Mixed use development would be fantastic, as it could provide a variety of housing options at all income levels, as well as allow for residents to reduce car trips by living near grocery stores, restaurants, etc and could slow down the streets to make it more enjoyable to walk/bike around.	5/29/2021 4:51 PM
21	no more houses in that area!	5/29/2021 8:39 AM
22	More connection between shopping plazas and businesses so you can park your car once and go to your location. Perhaps have a tram that takes you distances along the corridor	5/29/2021 2:09 AM
23	I am a retired urban planner and understand the importance of locating future housing, especially affordable housing along transportation corridors. Enhancing El Camino Real as a transit corridor and as a Complete Street would facilitate this objective.	5/28/2021 3:09 PM
24	Don't allow big box businesses to be right next to each other. This is the reason for the traffic. Only ONE place to go for so many people	5/27/2021 11:40 AM
25	ECR has too much asphalt and is not walkable. I never suggest meeting friends there to walk and stop for a meal because it just isn't a safe or appealing place to walk. The shopping centers are disjointed and there are no inviting outdoor gathering spaces.	5/27/2021 9:38 AM
26	Myself and other young people who grew up in Encinitas and surrounding areas urge local planners and decision makers to please prioritize affordable housing and multi-unit buildings. For the sake of our environment and community, affordable housing would make Encinitas even more amazing. Our city risks losing what makes it unique by making it harder for normal, hard working people to live here. We've already seen small and unique businesses be pushed out of the 101, but El Camino Real could become the next big community hub. Thank you for all you are doing to improve our city!	5/27/2021 9:10 AM
27	Main concern is making this corridor more biker friendly than car. I've seen what's happened west of the 5 with all the crazy & confusing bike lanes. Dangerous and has increased car traffic and travel times because of reduced lanes for cars. The E-Bike deal with the city is insane. This is already a HUGE & Dangerous issue in our city.	5/27/2021 7:40 AM
28	Unlike the 101 the El Camino Real corridor really does not have "historical" significance in architecture to vibe.. aka a hodgepodge of 70's to now some reno-ing strip malls	5/27/2021 4:05 AM
29	I don't really see any historical significance in the corridor. If there was any it's been paved over long ago. I sometimes walk from my home near Village Park to El Camino Real, and just getting from one shopping center to an adjacent center can be a challenge because they are often fenced off from each other.	5/26/2021 10:14 PM
30	This survey is completely biased towards removal of vehicles, redevelopment of the area and adding housing to an already congested area. Unless you can exclude east county from using el camino real as a freeway bypass I oppose all of your redevelopment plans. The city council's self interest is disgusting.	5/26/2021 8:28 PM
31	Too much development already. Traffic is horrendous throughout encinitas. STOP DEVELOPING!	5/26/2021 7:31 PM
32	Who in the world approved a storage unit on Encinitas Blvd!!	5/26/2021 4:11 PM
33	Increase car traffic flow. Do not restrict lanes, no sharrows, coordinate traffic lights to keep cars moving. People avoid El Camino Real because its a parking lot. That hurts your income to the City. Your questions above are leading and do not ask the correct questions to get what the citizens want.	5/26/2021 3:48 PM
34	You are building more residences and adding more professional business offices. The street is only so wide. The sidewalks and cross walks are sufficient. The landscaping is beautiful.. take a survey and ask how many would ride a bus. How many do now? The busses do not run at full capacity.. maybe 1/8th capacity? The buses #309 and all are necessary to run on ECR.	5/26/2021 3:38 PM
35	Do not restrict or remove traffic lanes	5/26/2021 1:51 PM
36	You lump driving, biking and walking together. I want less traffic. Biking and walking is not appropriate there.	5/26/2021 8:53 AM
37	I don't believe you will get people out of cars to use buses. If you add any housing there must be enough parking for 2 cars per unit because everyone lives together and drives separately. Please avoid the mess of under developing parking for housing. If not, our neighborhood will be ruined.	5/25/2021 10:07 AM

City of Encinitas El Camino Real Survey

38	Given current congestion levels, any proposed reduction in vehicle travel lanes will only make traffic worse. The notion of a walkable or bikeable corridor is laughable, as the majority of Encinitas residents who use the corridor must do so via POV. There is very little linkage to surrounding neighborhoods. I don't see a future where retirees from Village Park are hauling groceries back from Ralph's on foot or families are riding home from one of the many big box retailers with loaded bicycles. The survey questions above are poorly worded and do not give residents the option to separate vehicle improvements from pedestrian / bicycle / transit improvements.	5/24/2021 9:09 PM
39	Disregard for safety of motorists has already occurred by planting new trees on the island so that cars turning into the CVS-Ralphs parking lot have the visibility obstructed. The City Manager and the Traffic Dept have failed to respond to com plaints.	5/24/2021 6:07 PM
40	I especially like the idea of affordable housing along ECR, especially for people who want to live close by their work. It makes such good sense.	5/24/2021 12:54 PM
41	El Camino Real should remain as it is today. ALL of these questions are leading and can be interpreted differently.	5/24/2021 8:47 AM
42	Improve automobile traffic flow and make safer for pedestrians.	5/22/2021 11:21 AM
43	I support evaluating affordable housing opportunities along the El Camino corridor, given it's proximity to services, medical offices, retail establishments, along with existing infrastructure.	5/22/2021 11:04 AM
44	I am also considering getting an ebike but have concerns about how I would make left turns having to cross 3-4 lanes of traffic.	5/21/2021 10:25 AM
45	Best place to apply needed low income housing: transportation, proximity to jobs, existing improvements, etc.	5/21/2021 8:37 AM
46	In terms of making it more attractive I think it's important to figure out a better way to do parking so it has more of a "main street" look and appeal. The street currently looks like one extended parking lot and it doesn't feel like a fun place to dine, shop or gather. Places like One Paseo have used parking structures; some towns put parking behind the stores.	5/21/2021 6:28 AM
47	It is really hard to rank by importance. For me the bottom line is that I'd love this to be safer for walking/biking and perhaps overpasses for pedestrians.	5/20/2021 7:40 PM
48	Survey is biased. I care about easing traffic, not making walking and biking a priority. Also, medians already impend visual for some turns. Yes plants, no to high trees and plants.	5/20/2021 2:24 PM
49	I don't agree with housing for all incomes. Encinitas is a Mecca for millionaires. We need housing for retirees, students, average income earners who want to live where they grew up.	5/20/2021 8:24 AM
50	I would like to see more affordable housing in this area since it is closer to the freeways	5/19/2021 9:45 AM
51	ECR looks fine. The synchronizing of traffic lights has helped tremendously and should continue. The City needs to stop trying to filter traffic through neighborhoods--that's the real problem. NOT ECR. ECR IS a traffic corridor and should remain the main traffic carrier to access businesses.	5/18/2021 9:31 PM
52	El Camino Real in Encinitas is fine as it is right now. I drive, bike and walk regularly there. The only frustration is the traffic signals timing seem to be too short for left hand turns. The signal for pedestrians is a long wait. The bike lanes should be swept more often.	5/18/2021 9:28 PM
53	Incredibly biased questions, with a built in agenda	5/18/2021 7:20 PM
54	PLEASE do not add housing along El Camino Real—the traffic in New Encinitas is bad enough as is, plus the community is very congested. Also, our city has so many wonderful playgrounds already—please use any available space for trails and/or habitat preservation/restoration. It would be terrific to have safer walking/biking paths, but do not add any of the unattractive and confusing green bike lane sticks that have marred the views along the coast. Thank you!	5/18/2021 6:56 PM
55	Think about creating diagonal parking in the middle of ECR. Have large pots to protect cars from hitting parked cars. Have benches and trees to sit outside and enjoy the ECR. Eliminate one lane of travel in each direction and make it very low speed for accessing store fronts and parking lots. Narrow the street lane width and give some to cyclists with a buffer between cars and bikes like many streets in Encinitas. Slow traffic down 20 25 MPH and enforce. Make ECR a neighbor hood location, not theracetrack it has become for cut through drivers to other cities. That is why we are spending public funds on te freeways and public transportation.	5/18/2021 5:51 PM
56	M	5/18/2021 12:50 PM
57	Overall, I would like to see big improvements that enhance walkability and community character! Better, safer connections to neighboring developments, lots more green! Somehow	5/18/2021 10:56 AM

City of Encinitas El Camino Real Survey

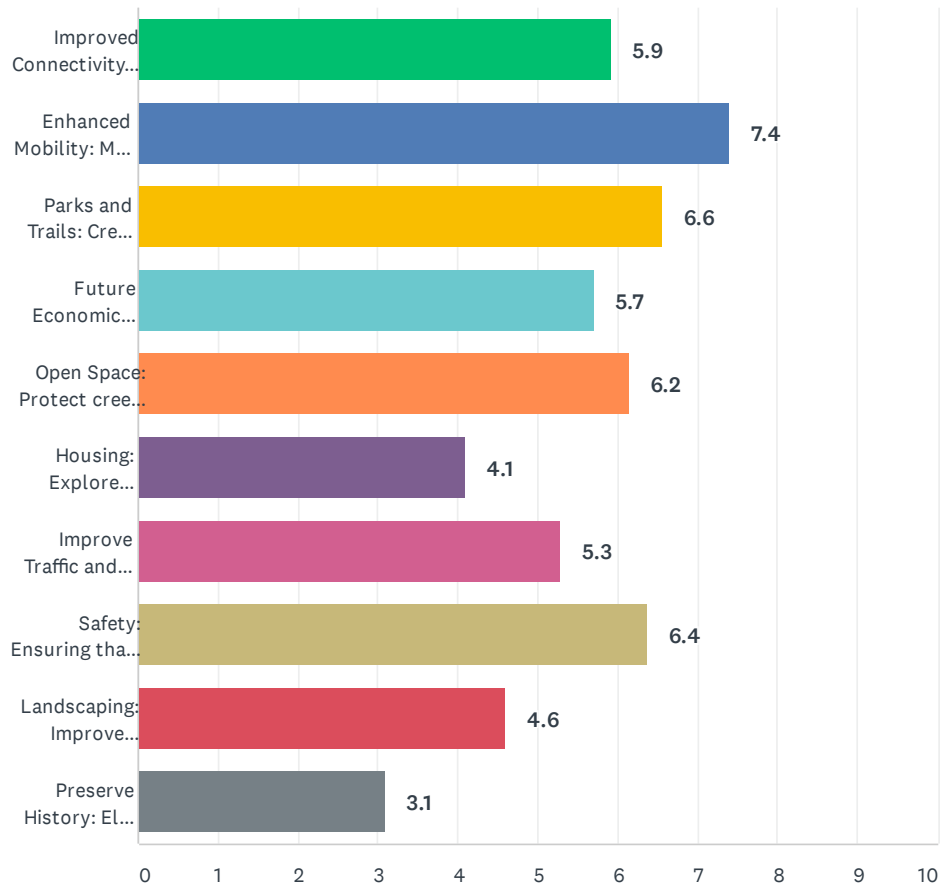
	create a green buffer between the sidewalk and the road! Safer ways to cross ECR on foot.	
58	I would discourage housing and encourage retail businesses.	5/17/2021 5:10 PM
59	Lumping vehicular traffic concerns in with bicycles and pedestrian access ques the result of the answer.	5/17/2021 11:01 AM
60	Let the traffic slow - no purposeful traffic jamming. I ride my bike 5,000 miles a year and what Encinitas has done "for bikes" has made it much worse. See Bleakspears corridor of death along the 101 ...stupid, stupid, stupid.	5/17/2021 9:00 AM
61	I feel that several of the categories are inter-related. Given that Encinitas has mostly separated-use zoning that leads to many car trips and large areas dedicated to parking (look at an overhead view of El Camino Real), I would like to see the El Camino Real corridor have more mixed-use development that promotes increased mobility by walking, biking, and transit instead of catering solely to motor vehicles. I highly recommend looking at Strong Towns' definition of "Stroad", "Road", and "Street" - and decide what type of environment should El Camino Real be. Making the area good for walking without adding mixed-use residential will likely see underutilization because people will not be able to easily access the area on foot or bike from existing residences.	5/17/2021 8:57 AM
62	El Camino works fine as is. Definitely NOT more houses. Where?!	5/17/2021 7:45 AM
63	The historic aspect of ECR is gone and lost forever. You can not bring back the flower fields.	5/17/2021 7:17 AM
64	There is no historic significance of this section of the historic El Camino Real. Existing businesses, car washes and junk food, chain stores, provide valuable city tax revenue and should be cultivated here. This is a better place for housing, especially low income, than at the beach where there are no jobs and no parking, higher prices. Wait on this til next Housing Update, new city leadership. The city should finish other projects before embarking on an 'El Camino Real Joe Mosca legacy project'. This must be prioritized, come last, other areas need relief and investment now, first.	5/16/2021 8:46 PM
65	Minimize housing units along ECR and entire city by increasing affordable units. We do not need "housing for all income levels" as the city has shifted to. Stop serving developers and focus on quality of life for residents.	5/16/2021 8:30 PM
66	The multiple choice answers group together cars, bikes and walkers. So the answers would misrepresent my reply to your question. Seems like you're trying to manipulate peoples answers & results.	5/16/2021 2:56 PM
67	Supporting auto travel in and around ECR is the only way to ensure business sustainability. Most merchants won't make money of the limiting factor on sales is what you can fit on a bicycle. E.g., transporting groceries for a family of 5 on a bike is ludicrous. I'm all for increasing transportation options but not if the new options come at the expense of being able to use a car easily in and around ECR.	5/16/2021 1:45 PM
68	From Olivenhain to Encinitas Blvd, commercial development is the most critical issue and therefore vehicular access is also critical. This is the city's commercial revenue backbone and it can't be screwed up in the name of bike lanes, "walkability" or any other tertiary , fringe issue. Make it attractive for real business opportunities in all ways.	5/16/2021 12:33 PM
69	With any uplift comes increases in rental space for businesses. I'm concerned on the impact this might have on small businesses that have contributed to the community for years.	5/16/2021 10:17 AM
70	Accommodate the primary mode of transportation. Cars.	5/16/2021 8:39 AM
71	We don't need more bike lanes like the disaster you put on the 101. It needs to be possible for cars don't shut down our lanes for bikes!	5/16/2021 6:39 AM
72	everything is just fine on El Camino Real in its present condition!	5/16/2021 12:59 AM
73	do not take away any traffic lanes. bikes need to travel on roads that are already made for them. El Camino is a mess. you can't continue to make every street a bike lane. stop this	5/15/2021 11:27 PM
74	El Camino Real cannot handle traffic from increased housing especially multi family dwellings. Traffic studies are most important to me before any further development would be considered.	5/15/2021 11:13 PM
75	This is a biased set of questions on this survey. There are no answers here that don't lead to a pro-bike or anti-vehicle outcome. You are linking "walking", " driving" and "biking" in each question, which are separate modes and outcomes. This survey is clearly anti-vehicle biased, as an Example "Reduce vehicle miles" by enhancing transit--how about fixing the traffic lights that will reduce greenhouse gasses by eliminating wait time at lights?	5/15/2021 9:47 PM
76	These questions are so biased. You've lumped together cars with bikes and walking. I have 3 young children and there is zero chance I'll bike down El Camino to go shopping. Ever. Stop	5/15/2021 9:42 PM

City of Encinitas El Camino Real Survey

	turning our town into a road for cyclists who don't live here, don't work here.	
77	I'm not sure what some of these mean.	5/15/2021 8:48 PM
78	need to maintain number lanes and use other options for bicycles. Impeding traffic flow would significantly effect getting to schools like La Costa Canyon for anyone in Encinitas/Cardiff area Biking/trails, etc are fine as long as they don't interfere with auto traffic	5/15/2021 3:46 PM
79	Please do not reduce traffic lanes for cars!	5/15/2021 3:43 PM
80	The ideas of the current mayor and current council do not represent mine . They are single handed my ruining a town we used to love- it's shameful	5/15/2021 1:58 PM
81	Multi-use / live-work type future construction would be helpful to add housing density along the corridor. New storage unit construction on Encinitas Blvd seems like a missed opportunity to add housing density.	5/15/2021 9:22 AM
82	Your "enhanced mobility" option is problematic. It groups together motor traffic with bike and pedestrian traffic. These should be separate, since many here don't think ECR is conducive for safe, convenient or enjoyable bicycling and walking.	5/14/2021 10:49 AM
83	Do not reduce driving lanes. The traffic flows fine now and reducing lanes would take more time, which most families do not have when doing our shopping.	5/13/2021 9:19 AM
84	Improve the pedestrian experience. Placing pedestrians so close to such a busy street, it seems that a non-contiguous sidewalk would be the best design and NOT a 4-5' wide sidewalk located directly at the back of curb. It's not desirable for walkers, joggers, strollers, dogs, kids, or anybody.	5/13/2021 8:11 AM
85	Reduce automobile traffic, increase walkability and bicycle ridability	5/13/2021 7:39 AM
86	No lane reductions. No sharrow lanes. This is not a bike lane cyclists prefer and this would be dangerous to encourage for family cycling use.	5/12/2021 6:50 PM
87	What historic aspects? Existing landscaping is great. Mixed priced housing would be a humanizing impact. More people safely on the street. I don't think traffic is that bad but definitely could be more pedestrian and bike friendly.	5/12/2021 6:35 PM

Q9 When thinking about the future development within the El Camino Real corridor, put these items in order of importance.

Answered: 516 Skipped: 165



City of Encinitas El Camino Real Survey

	1	2	3	4	5	6	7	8	9	10	TOTAL	SC
Improved Connectivity: Provide stronger connections between the El Camino Real corridor and surrounding neighborhoods and businesses.	11.90% 59	12.30% 61	10.08% 50	11.09% 55	11.90% 59	8.27% 41	9.07% 45	9.88% 49	10.28% 51	5.24% 26	496	
Enhanced Mobility: Make it easier to get around, whether you're in a car, on a bike or on foot.	23.66% 119	18.69% 94	16.30% 82	11.73% 59	6.56% 33	7.75% 39	5.77% 29	4.77% 24	3.38% 17	1.39% 7	503	
Parks and Trails: Create recreational opportunities for stakeholders through enhanced City parks and trails.	7.30% 37	18.34% 93	16.17% 82	13.21% 67	14.60% 74	8.68% 44	8.09% 41	8.09% 41	3.75% 19	1.78% 9	507	
Future Economic Development: Invest in improvements along El Camino Real that encourage economic development and location of businesses.	12.65% 64	8.89% 45	7.31% 37	12.25% 62	9.88% 50	11.26% 57	13.83% 70	9.49% 48	7.11% 36	7.31% 37	506	
Open Space: Protect creek and improve creek connections to existing and future development.	10.41% 53	8.25% 42	11.20% 57	14.54% 74	16.70% 85	12.97% 66	10.61% 54	8.45% 43	5.50% 28	1.38% 7	509	
Housing: Explore appropriate locations for housing around El Camino Real to meet increased demand for housing in Encinitas for a variety of income levels.	7.52% 38	3.76% 19	4.55% 23	5.35% 27	6.34% 32	12.67% 64	10.50% 53	11.09% 56	13.66% 69	24.55% 124	505	
Improve Traffic and	7.27% 37	7.27% 37	10.61% 54	10.61% 54	10.02% 51	9.63% 49	13.36% 68	13.56% 69	11.98% 61	5.70% 29	509	

City of Encinitas El Camino Real Survey

Transportation
Options:
Reduce
vehicle miles
traveled by
enhancing
transit options
along El
Camino Real.

Safety: Ensuring that the El Camino Real Corridor is safe for those driving, walking and biking.	13.21% 67	14.40% 73	12.43% 63	12.03% 61	9.86% 50	9.27% 47	11.24% 57	10.45% 53	5.13% 26	1.97% 10	507
Landscaping: Improve streetscape, tree and median plantings.	3.56% 18	5.73% 29	8.50% 43	5.53% 28	11.66% 59	12.65% 64	9.29% 47	14.43% 73	23.52% 119	5.14% 26	506
Preserve History: El Camino Real has historical significance in the community.	4.35% 22	3.75% 19	3.75% 19	3.75% 19	2.57% 13	6.13% 31	7.51% 38	8.89% 45	14.62% 74	44.66% 226	506

Q10 Comments

Answered: 69 Skipped: 612

#	RESPONSES	DATE
1	1 is highest priority	6/2/2021 10:53 PM
2	Safety and mobility are paramount while building new structures are not... improving existing structures and redevelopment would be much preferred to more businesses and housing unless the housing helped people who needed it and not just those who can afford to live here.	6/2/2021 9:49 PM
3	The last question intentionally confuses the user and therefore skews the outcomes	6/2/2021 8:31 PM
4	This question format is extremely difficult to order.	6/2/2021 6:25 PM
5	Safety: ECR is plenty safe for cars. But it's far from safe for pedestrians and bikes - that's why you see so few of either. Compare ped and bike counts to downtown Old Encinitas - that's an empirical measure of the bike and walk appeal of the two areas.	6/2/2021 11:13 AM
6	This was stupid. Organizing what comes first. Allow people to make their choice not some automatic placement of numbers. This was BS	6/2/2021 9:04 AM
7	More housing will only introduce more traffic. We don't need more construction, we need to utilize the numerous vacant building to better generate income for the city.	6/1/2021 7:38 PM
8	People will not take the bus. Just saying.	6/1/2021 2:56 PM
9	You did not say if a ranking of 1 was highest or if 10 was. I made the assumption that 1 was most important, 10 the least. If I have not made the correct assumption, then my rankings should be in reverse order.	6/1/2021 11:39 AM
10	I'm a temporary resident, so the priorities should be answered by those with a larger stake in the community	6/1/2021 9:21 AM
11	Define preservation of ECR history	5/31/2021 2:28 PM
12	I don't know what you mean by connectivity and economic development.	5/31/2021 1:12 PM
13	I don't really understand what Improved Connectivity means? I don't want more cars in the area, we have way too many as it is.	5/31/2021 12:33 PM
14	Although I placed safety at the bottom, I believe that if the first few and more important items are addressed (landscaping with green infrastructure strategies and housing) then safety will work in tandem with these other modifications.	5/29/2021 4:55 PM
15	A couple of years ago, I was in the community of Verde Valley, Arizona travelling along a busy, commercial corridor very similar to El Camino Real. I was struck by the difference in what were essentially two halves of the corridor with respect to the treatment of intersection design. One half of the route was developed using traditional (long delay!) traffic signals. The other half uses roundabouts for the multi-lane route. What a difference! I much prefer the roundabouts which abound in northern Arizona. (I thought California was supposed to be cutting edge . It ain't so.) With the roundabouts, traffic on the multi lane commercial core artery flows smoothly, and pedestrians are able to cross the road. Then, one arrives at the stretch with traditional traffic signals, and Stops...). When the lights finally change, traffic roars only to stop again. Check Verde Valley!	5/28/2021 6:06 PM
16	We do not need less lanes for cars. Everyone is not going to ride a bike everywhere. If the lights could be better synchronized and traffic could flow better that would be an improvement. There should be no housing developments on ECR - that would increase traffic. We have plenty of open space and parks in the neighborhoods located near ECR.	5/27/2021 12:44 PM
17	Ranked 1-10, #1 being the highest priority	5/27/2021 9:12 AM
18	Many of the items are of equal importance. Create true varied income housing opportunity's with better community walkability to traffic flow with parks, trails and open spaces.. the people will come... which fosters business to follow.	5/27/2021 4:10 AM
19	This survey is completely biased towards removal of vehicles, redevelopment of the area and adding housing to an already congested area. Unless you can exclude east county from using el camino real as a freeway bypass I oppose all of your redevelopment plans. The city council's self interest is disgusting.	5/26/2021 8:31 PM

City of Encinitas El Camino Real Survey

20	I really don't think we should invest in making Encinitas even more attractive to business. Prices are shooting through the roof already. I don't want my taxes going towards making things more expensive, and only available to the rich.	5/26/2021 8:14 PM
21	very difficult task	5/26/2021 5:15 PM
22	Is 10 high and 1 low or .visa versa	5/26/2021 4:12 PM
23	Again, ask the wrong questions and get the wrong answers. The above statements do not meet my needs as well as those that live here.	5/26/2021 3:49 PM
24	Do nothing that restricts or removes traffic lanes	5/26/2021 1:52 PM
25	This was not accurate for a survey. Again, Traffic and that is all. Keep environment safe also. The rest is just to spend taxpayer money and unneeded .	5/26/2021 8:58 AM
26	Focus on retaining all traffic lanes above all else	5/24/2021 6:11 PM
27	My top 3 are connectivity, ease to get around, fewer car miles and safety.	5/24/2021 12:57 PM
28	Unable to put these items in order of importance since your idea of enhanced mobility may be different than mine. Don't waste the communities money and leave ECR alone.	5/24/2021 8:50 AM
29	1) Improve automobile traffic flow.	5/22/2021 11:22 AM
30	I support working to identify affordable housing opportunities along with El Camino Real Corridor.	5/22/2021 11:07 AM
31	I've lived in Village Park for 26 years, and the area for over 30 and seen the change. Mainly, all the surrounding area community with no where else to shop but El Camino. Makes it very hard to get around when shops are not laid out for easy access to go from one to another.	5/22/2021 8:33 AM
32	This question is hard to rank on an iPhone	5/20/2021 10:43 PM
33	The El Camino Real Corridor is the ideal location for a 100% Affordable Housing community. There are vacant large retail locations that may be perfect sites. This preserve green space. Water and electrical lines already exist. It is walking distance to many jobs, public transit, grocery stores and shopping centers. I believe a 100% affordable housing community is doable with the political will and public subsidies and a reputable non profit affordable housing development organization like Community Housing Works. Any affordable housing project with private developers only moves the high demand for low and very low income housing a little due to small inclusionary rates, in lieu fee alternatives, state bonus density laws etc. etc. It is only with 100% affordable housing that the city can move the needle significantly to create adequate affordable housing supply.....outside of ADUs.	5/20/2021 8:11 PM
34	I'd really like there to be a focus on e-bike parking options, wide side walks and more town center sort of feel	5/20/2021 7:44 PM
35	Senior housing. We feel that we will have to sell our house and move when we retire in next 5 years. There are no small houses 1200 sqfoot fir seniors that are affordable	5/20/2021 6:03 PM
36	Separated bike lanes are key for bicycle safety. Electric bicycles have become very common and are useful for running errands for those of us living within 2 miles of this corridor. But El Camino as it is now, is not safe to ride.	5/20/2021 5:27 PM
37	We have too many businesses and the 3 storage facilities near each other is ridiculous. The city appears to care nothing about aesthetics, but only tax dollars. Rancho Santa Fe would never put up with this.	5/20/2021 8:48 AM
38	Transportation and safety with positive environmental impact first, community friendly businesses second, affordable housing third, all created with historical character charm.	5/20/2021 8:34 AM
39	The City should NOT take steps that encourage traffic through neighborhoods. The City should NOT have housing along ECR between Encinitas Blvd and Leucadia Blvd.	5/18/2021 9:41 PM
40	More connectivity in neighborhoods would mean more traffic going through our residential neighborhoods increasing the risk to children and elderly that walk through these neighborhoods on a daily basis. I witness people constantly using Avenida la Posta as a way to get to El Camino, and they drive at excessive speeds and ignore the Wrong Way sign. Do not use residential neighborhoods to make El Camino more accessible.	5/18/2021 8:03 PM
41	Again, very biased. Making it good for cars (yes) should not be in the same category as good for bikes Good housing shouls not include all income levels...come on, we are an exclusive, expensive community not available to all	5/18/2021 7:24 PM
42	Y	5/18/2021 12:55 PM

City of Encinitas El Camino Real Survey

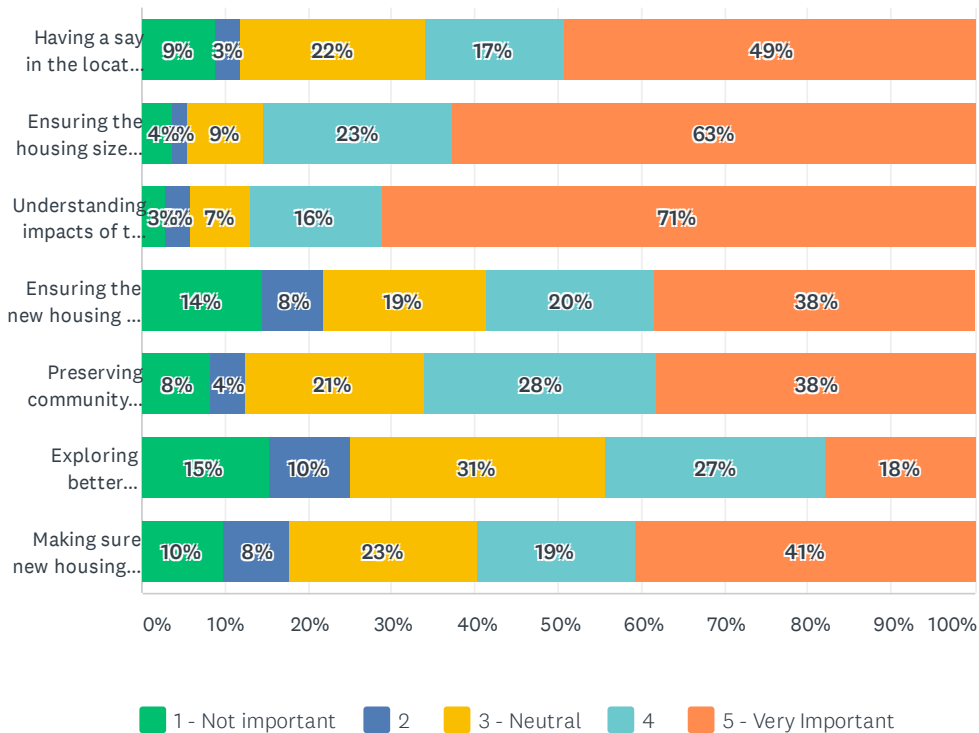
43	Again lumping all forms of transportation into one point! Not giving an accurate result	5/17/2021 11:05 AM
44	It is hard to rank because I feel many of these are interconnected. It is not sufficient to have one without the other. A wholistic vision must balance each one to create a great sense of place, and an area that will be enjoyable for people. For example, I am very interested in increasing mobility options by making it more pleasant for people to walk along El Camino Real. This requires a number of elements in the list: business placement along the street (instead of behind a sea of parking spaces), businesses in close proximity (instead of separated by large parking lots - compare to downtown Encinitas between D and F vs the Lumberyard), wide sidewalks with landscaping (for shade and visual interest), narrowing streets to make it easier for pedestrians to cross and also slowing traffic to make it safer. I realize that this vision may be at odds with the existing use of the corridor as a north-south arterial through the city. I think it is of foremost importance to decide if the priority for the area is to move vehicles or provide a place for people to interact and enjoy restaurants and businesses.	5/17/2021 9:09 AM
45	Nobody rides the bus. Never will - don't waste \$\$ on it.	5/17/2021 9:02 AM
46	Housing after infrastructure. Shopping requires a car in most cases, esp for family shopping.	5/16/2021 8:50 PM
47	Regarding Parks & Trails - who is a "stakeholder" in this case? Please speak in plain English on these surveys, it always feels like there's a hidden agenda.	5/16/2021 8:32 PM
48	No more housing or density! You are destroying Encinitas	5/16/2021 3:07 PM
49	Unless the Specific Plan accommodates AT LEAST current auto traffic demands and the other transportation modes are additive, this will just be a slow death for many ECR businesses. Adding people to the area means more car trips per day so even if some of the non-car options are viable it's unlikely to make up for adding more people to the area. Imagine trying to get your new barbecue from Home Depot home on a bus or pedi cab or horse and buggy or whatever you're eluding to when talking about "reducing vehicle miles". Yes, making it hard for cars to get around will inevitably decrease vehicle miles because it'll kill businesses that sell goods that won't fit in a backpack.	5/16/2021 2:01 PM
50	Many of these 'factors' are the same things reworded differently.	5/16/2021 9:48 AM
51	Get bicycles off of El Camino real.	5/16/2021 8:42 AM
52	Not sure why you have my last 3 on three tines	5/16/2021 8:33 AM
53	This survey is stupid since it allows for Planners to interpret for us their solution to these issues.	5/16/2021 7:43 AM
54	this project not necessary, creating a problem that doesn't exist!	5/16/2021 1:11 AM
55	This is the same biased questions as the last page. Why are you re-asking the same questions??? I am a firm no-vote on the bottom half. You give me no option to remove these. I do not support these as worded.	5/15/2021 9:51 PM
56	This survey is clearly anti car and there is no answer that doesn't link cars, bikes and walking. How about you fix stop lights to help traffic flow better.	5/15/2021 9:46 PM
57	This question doesn't allow me to say that I think some of these points aren't important at all, so when the ranking is reported, it will reflect as if there are none that the participants thinks are not important at all.	5/15/2021 9:44 PM
58	El Camino is for doing errands in a CAR. That is how it should be. Period.	5/15/2021 8:46 PM
59	Provide alternate routes for bikes	5/15/2021 3:51 PM
60	Mobility is important but not bicycle . That would be listed higher if it was about making auto traffic flow better. The importance of developing business opportunities, keeping open space and traffic flow should be primary focus. Do not want disaster of Hwy 101 and Vulcan with bike lanes impeding traffic	5/15/2021 3:50 PM
61	If the idea from the council is more bike lanes then no thank you	5/15/2021 2:01 PM
62	What history? Gemco?	5/14/2021 12:35 PM
63	Slow traffic down	5/14/2021 11:48 AM
64	Historical significance of ECR? Only the creek is historical.	5/14/2021 11:01 AM
65	These are ALL very important aspects of what makes a great streetscape. Enhancing the connections across El Camino Real and making it more inviting for pedestrians and bicyclists is key. Moving buildings closer to the street with parking in the rear, non-contiguous sidewalks, landscaped medians, large street trees (NOT palms), etc.	5/13/2021 8:14 AM

City of Encinitas El Camino Real Survey

66	Your questions should separate cars from pedestrians and bicycles.	5/13/2021 7:44 AM
67	NO lane reductions, NO bike share lanes. No reduction in traffic flow please!	5/12/2021 6:53 PM
68	I'm confused about the Open Space item. What is the meaning of "improve creek connections". I'm assuming it means trails, but it's unclear.	5/12/2021 6:51 PM
69	When I say 'connections', I mean the ability to go from one shopping center to another without having to go back out on ECR. The area was developed without a cohesive plan and this is the result.	5/12/2021 6:43 PM

Q11 When thinking about opportunities to include future housing in the El Camino Real corridor, what is most important to you?

Answered: 517 Skipped: 164



	1 - NOT IMPORTANT	2	3 - NEUTRAL	4	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Having a say in the location of the housing in the corridor	9% 46	3% 15	22% 115	17% 87	49% 254	517	3.94
Ensuring the housing size and scale is appropriate for the corridor	4% 19	2% 9	9% 47	23% 117	63% 323	515	4.39
Understanding impacts of the new housing to traffic and circulation	3% 14	3% 16	7% 37	16% 82	71% 367	516	4.50
Ensuring the new housing is affordable so professionals who work here (medical workers, restaurant staff, first responders, retirees and teachers) can live here	14% 74	8% 39	19% 100	20% 104	38% 197	514	3.61
Preserving community character through housing design and architectural style	8% 42	4% 22	21% 110	28% 144	38% 196	514	3.84
Exploring better connections between the existing neighborhoods and the corridor through the new housing	15% 78	10% 50	31% 156	27% 136	18% 91	511	3.22
Making sure new housing does not take the place of new shops, restaurants and gathering spaces for the community	10% 50	8% 40	23% 116	19% 96	41% 208	510	3.73

#	OTHER (PLEASE SPECIFY)	DATE
1	the corridor should have the same sense of "village" as downtown Hwy. 101	6/2/2021 1:56 PM
2	It is important what community wants not the "LEADERS"	6/2/2021 9:16 AM
3	More housing? Where? This is not downtown New York	6/1/2021 8:27 PM

City of Encinitas El Camino Real Survey

4	Mixed use housing and shopping corridor	6/1/2021 5:52 PM
5	It seems like adding housing here will just escalate the traffic issues. How can Encinitas Blvd @ El Camino Real intersection get any busier or more dangerous??	6/1/2021 2:59 PM
6	No housing	6/1/2021 12:56 PM
7	We have enough local housing.	6/1/2021 12:16 PM
8	Do not need housing on el Camino real or Encinitas already to crowded	6/1/2021 9:31 AM
9	I'm not for more housing. No one paid for my school, no one supported me. I came from a poor family. I wanted to live here so I moved away TWICE for better work opptys to improve my job skills and afford to live in an area right next to the beach. I don't agree with what Encinitas is doing with their housing. If wverything was equal and fair in life then let's by all means have great huge houses right on the cliff. Blakeapear and the city is ruining Encinitas.	6/1/2021 1:06 AM
10	more parks and trails near houses. bigger sidewalks and bikelanes.	5/31/2021 1:15 PM
11	If housing means sacrificing the last remaining green spaces along the corridor then no more new housing developments should be built.	5/31/2021 1:11 PM
12	Make sure housing is affordable for retail workers! This will make our community more livable and human-scale and reduce traffic!	5/31/2021 12:36 PM
13	Add public space like small parks, food court, public wifi spot	5/31/2021 9:33 AM
14	Mainly concerned about not increasing traffic, while not deprioritizing automobiles. People with age and infirmities need to use cars.	5/29/2021 11:13 PM
15	we do not have the resources for more people...no more housing	5/29/2021 8:46 AM
16	How about a combination of housing above shops?! That would be smart	5/28/2021 2:03 PM
17	I don't believe housing should be built along this corridor.	5/27/2021 12:46 PM
18	I think it's important to have a mix of housing and shops, restaraunts and gathering spaces, connected by trails. I am not so sure affordable housing is acheivable in Encinitas, although I realize that the state is mandating affordable housing.	5/27/2021 9:41 AM
19	A balance of businesses and housing is needed.	5/27/2021 8:19 AM
20	Again the "character" statement to me there really is no character. Why not some low rise business on the floor with condo's on top? Affordable housing? so far have not seen any of that even in new developments.. those affordable homes are sold to developers friends as rentals. Previous plan don't try to stuff density housing in areas that can not accommodate traffic or impact.	5/27/2021 4:15 AM
21	The design of residential projects should be proximal to commercial sites in order to encourage a mode shift out of cars to strong walkable or biking options.	5/26/2021 8:47 PM
22	Seek bold approaches in developing multi-use (retail, housing, professional services, transportation connections) sites, with multi story construction and parking structures as appropriate. The Pacific Station type development (misconceived in it's current location) is an example of something that might go well at the Ralph's shopping center site, which makes poor use of the site and has a horrendous traffic pattern.	5/26/2021 5:07 PM
23	Must not have entry/exits on El Camino = dangerous and block traffic flow	5/26/2021 1:53 PM
24	Housing is a bad idea. Too congested. Gridlock.	5/26/2021 9:01 AM
25	Rather than "understanding" the impacts of car traffic, propose and implement plans to reduce dependence by making transit, biking and walking desirable and easily achievable options.	5/25/2021 5:06 PM
26	Building enough parking , at least two spaces per apartment or condo, so parked cars don't pile up in our neighborhoods.	5/25/2021 10:19 AM
27	Entry and exit from any housing MUST NOT interfere with present flows of traffic	5/24/2021 6:12 PM
28	I would like to see the corridor home to substantial low and very-low income housing opportunities.	5/22/2021 7:21 PM
29	We need more low income housing in Encinitas!	5/21/2021 10:02 AM
30	we are already too dense. Housing development should be to the minimum required by law.	5/21/2021 6:54 AM
31	We don't need more houses in this corridor.	5/20/2021 11:56 PM
32	Housing and shops need to be mixed, where housing is not mega developments.	5/20/2021 5:28 PM

City of Encinitas El Camino Real Survey

33	I don't understand the context of the last two statements. Connecting existing neighborhoods and housing taking the place of businesses?	5/20/2021 8:40 AM
34	No new housing!	5/20/2021 7:46 AM
35	Housing cost for young professionals is of utmost importance. My family members are moving out of Encinitas due to inability to buy an affordable home here. Affordable being over \$700,000.	5/20/2021 7:39 AM
36	Understanding impacts of new housing to local elementary schools	5/19/2021 9:46 PM
37	No housing along ECR corridor. It is a commercial corridor, not residential	5/18/2021 9:44 PM
38	PLEASE do not add additional housing or retail/commercial along ECR. Our community cannot handle any more traffic and congestion. We are not a big city.	5/18/2021 7:03 PM
39	Would not like huge developments like the one planned for Rancho Sante rd and Encinitas Blvd. Nothing in Encinitas should be that large and over 3 stories high. That is a tragic addition to what Encinitas should be and planners are to blame.	5/18/2021 2:08 PM
40	Mixed-use housing. Housing placed above shops. Dedicate some parking lots to open space and parks for the residents of this style of high density housing that does not have its own yard.	5/17/2021 9:14 AM
41	Fuck your housing. Population of Encinitas is large enough. ECR is a highway that commuters from north and eastcounty use to connect to the I5 freeway	5/16/2021 10:50 PM
42	Perform this visioning in 2025, not now. NO more rezoning.	5/16/2021 8:53 PM
43	Traffic considerations need to trump housing. So far it doesn't seem like proper traffic studies and solutions are in place before adding housing developments.	5/15/2021 11:31 PM
44	Stop trying to make it sound like public workers making huge salaries can't afford to live in Encinitas. Teachers in Encinitas make well over \$100,000. Firefighters make hundreds and thousands of dollars. Stop the lies.	5/15/2021 9:51 PM
45	Housing does not belong on the El Camino corridor.	5/15/2021 8:47 PM
46	I don't think more housing is necessary within the El Camino Real corridor.	5/15/2021 8:05 PM
47	don't destroy our neighborhoods or businesses. Remember that people actually live here	5/15/2021 9:33 AM
48	No buildings above 3 stories. And how will traffic impact from additional housing be mitigated? Theoretically the survey talks about reducing or improving traffic flow, yet housing will add more car trips per day.	5/14/2021 5:27 PM
49	Making sure that housing reflects current/proper zoning.	5/14/2021 12:36 PM
50	New Housing should be affordable, 3-4 stories, with businesses on the bottom floor. Should also include 24-7 transit options around the city	5/13/2021 7:48 AM
51	It's important that the new housing be affordable, but people who work in the corridor will not necessarily be the ones who live there. Current employees in the corridor may stay where they live now, and new residents may work somewhere else. So this part of the question is a false assumption.	5/12/2021 6:55 PM
52	Please supply enough parking for these developments	5/12/2021 6:54 PM
53	I have no idea what "exploring better connections..." means	5/12/2021 6:37 PM

Q12 Comments

Answered: 43 Skipped: 638

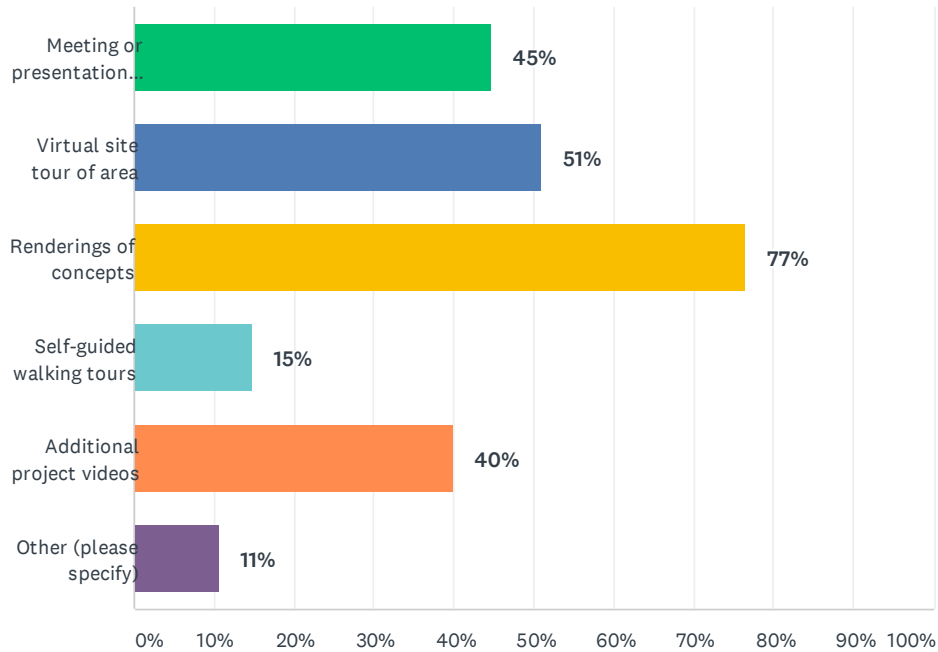
#	RESPONSES	DATE
1	I'd like to see more redevelopment rather than encroachment of our limited wetlands and open spaces.	6/2/2021 9:52 PM
2	Poor survey assumes housing	6/2/2021 8:33 PM
3	Bad place for new housing. Too much traffic now.	6/2/2021 12:22 PM
4	The housing along here is already too dense. With more residences, traffic, noise and safety issues will only be worse.	6/2/2021 9:44 AM
5	Not sure what is meant by preserving the character of the neighborhood... What character? It's hideous 80s stucco cheap builders homes and depressing strip malls with the same chain stores everywhere... If anything I'd love to see the city help homeowners and business owners beautify their own properties somehow.	6/2/2021 9:33 AM
6	Doing everything possible to prevent El Camino from suffering or becoming another 101 fiasco.	6/1/2021 7:45 PM
7	Do not increase housing density along El Camino Real corridor!	6/1/2021 6:07 PM
8	Mixed use commercial/ residential should be looked at more closely	6/1/2021 9:55 AM
9	No more roundabouts and bike lanes Do not need low income housing in Encinitas.	6/1/2021 9:31 AM
10	I don't understand what "connections through existing neighborhoods..." etc means. Don't build more streets that go through the neighborhoods. But it would be good to get bus service through Village Park like there used to be!	5/31/2021 12:36 PM
11	The area has no community character or public spaces. That is an opportunity, not a problem. You can decide what kind of places you want to make, and do it.	5/31/2021 9:33 AM
12	Were over crowded ! Housing is NOT needed in encinitas area at slll! STOP FORCING MORE HOUSING !! Stop building !!	5/30/2021 11:07 AM
13	Affordable is NOT 500k - please start making housing for SINGLE people.	5/27/2021 11:42 AM
14	More housing is great, but not without adequate transit or safe walking/biking.	5/27/2021 12:23 AM
15	I'm at a loss to even understand where housing fits into a commercial development plan. To put housing inside the corridor would be a mistake; families with children with no real outdoor space, running around the parking lots and in/around El Camino Real? I must be missing a large piece of the vision for this.	5/26/2021 10:20 PM
16	Nobody who lives in Encinitas wants to see additional housing development. Stop trying to shove your high density "low income" housing down our throats. We all know this a self interest in collecting more taxes for the city.	5/26/2021 8:34 PM
17	Affordable house could be helped by the government not making housing cost so much via permits and restrictions.	5/26/2021 3:52 PM
18	Some of your questions are making housing too important.. STOP THE GROWTH!!! Send them to Del Mar!	5/26/2021 3:44 PM
19	No new housing that adds to gridlock. New housing will never meet the need. Too many people want to live here. Supply and demand make it a plus for developers only.	5/26/2021 9:01 AM
20	One of Encinitas's greatest failures has been the under building condos and town houses the last three decades. We desperately need more multi family housing that is affordable and appropriate for young professionals	5/26/2021 7:36 AM
21	Including housing is a good idea. I don't live near there, so traffic won't affect me. There is a big, legitimate concern for those who do about traffic. Think hard about how to manage that :)	5/25/2021 3:08 PM
22	Housing is a top priority with preserving the architectural style, scope and size of Encinitas	5/24/2021 1:01 PM
23	I don't think El Camino is the place for new housing. It would take away space for needed retail and office needs.	5/22/2021 8:36 AM

City of Encinitas El Camino Real Survey

24	The most important factor re: Housing along the Corridor is that our low and very low income front line workers, who work in Encinitas, have access to affordable housing. These folks have long been denied access to housing in our city. Our community would be stronger and healthier if more of its employees could live here.	5/20/2021 8:16 PM
25	I am very concerned about every empty lot in Encinitas having a huge unaffordable house put on it with very little yard space. The character of this small town has been lost. We are now in competition with Del Mar etc. to be the most expensive place in the county.	5/20/2021 8:51 AM
26	Please clarify what you mean by connecting neighborhoods to the ECR corridor and new housing replacing businesses.	5/20/2021 8:40 AM
27	No new housing!	5/20/2021 7:46 AM
28	New housing should include universal design so that residents can age in place	5/19/2021 9:50 PM
29	There should NOT be any kind of housing along ECR corridor. It is a commercial corridor, not residential.	5/18/2021 9:44 PM
30	PLEASE do not add housing along ECR. Our community cannot handle any more traffic and congestion. We are not a big city.	5/18/2021 7:03 PM
31	The ECR does not have a lot of "community character" that is worth preserving. This is an opportunity to create some community character.	5/18/2021 11:06 AM
32	This is not the place for housing.	5/17/2021 5:38 PM
33	House / mixed use have been proved to be disastrous in many projects throughout Southern California. Review historical commercial data. Talk with Real Estate agents and developers. Commercial area need to remain commercial districts.	5/17/2021 11:09 AM
34	I do not consider that the corridor has any existing character that needs to be preserved. Strip mall is not much of community character. Each strip mall has its own style (or lack thereof), and sometimes attempts to create a sense of place, but there is not an overall character to the corridor. I did not understand this item "Exploring better connections between the existing neighborhoods and the corridor through the new housing."	5/17/2021 9:14 AM
35	Time to chill and let citizens rest from all the crises... state mandates. NO homeless housing or shelters in Encinitas thank you!	5/16/2021 8:53 PM
36	The term "gathering" space is used a lot - need to define this. Ensure housing "opportunities" are the least to keep the state happy not an opportunity to line developer pockets.	5/16/2021 8:34 PM
37	No more housing! What is wrong with you people!?	5/16/2021 3:08 PM
38	No more high density housing. It's crowded enough.	5/16/2021 8:44 AM
39	All of this housing brings more traffic. Longtime residents should not have to suffer for your poor planning in the past	5/16/2021 6:42 AM
40	These are the same biased questions over and over. Teachers can live here. At Encinitas School District, they all make over \$100k a year generally. https://transparentcalifornia.com/salaries/2019/school-districts/san-diego/encinitas-union-elementary/ Where did you get your research? Deregulate the zoning and let the market do its thing.	5/15/2021 9:58 PM
41	Do you know all the people you mentioned as needing to make sure they can afford to live in Encinitas actually make more than most residents! There aren't any teachers in Encinitas that make under \$100,000. My kids teachers make \$140,000. I've been unemployed for over a year due to shutdowns. Stop trying to pitch that public workers making insane salaries can't afford to live here.	5/15/2021 9:51 PM
42	Housing should not be put in open spaces	5/15/2021 3:52 PM
43	It is not a right to live here. We should not be jeopardizing the character and culture of Cardiff and Encinitas to accommodate people that want to live here.	5/15/2021 2:02 PM

Q13 What would help you better understand the project?

Answered: 507 Skipped: 174



ANSWER CHOICES	RESPONSES	
Meeting or presentation from the project team	45%	227
Virtual site tour of area	51%	259
Renderings of concepts	77%	388
Self-guided walking tours	15%	75
Additional project videos	40%	203
Other (please specify)	11%	54
Total Respondents: 507		

#	OTHER (PLEASE SPECIFY)	DATE
1	Many response choices are subject to interpretation.	6/2/2021 10:10 PM
2	The results good and bad from other cities in Calif for the last 30 years	6/2/2021 8:34 PM
3	Links to SP documents and technical reports.	6/2/2021 6:35 PM
4	nothing needed	6/2/2021 1:57 PM
5	Being informed on what is wanting tobedone. Having a say on if it is done.	6/2/2021 9:18 AM
6	Transparancy of funding...where will the funding come from.	6/1/2021 7:49 PM
7	Options	6/1/2021 6:47 PM
8	Nothing	6/1/2021 9:33 AM
9	More communication, signs, open city offices. A place with all the renderings and models of all the construction and buildings the city is doing in one place with a requirement of majority resident agreement. Have a dedicated space to allow for all this in one room with city employees to staff and an open box for weekly suggestions and comments. Tired of Encinitas and mayor changing city with little communication or voting.	6/1/2021 1:10 AM

City of Encinitas El Camino Real Survey

10	Project white paper	5/31/2021 2:30 PM
11	Statement of goals with opportunity to comment on them	5/31/2021 9:35 AM
12	Maps and written explanations of ideas	5/29/2021 11:14 PM
13	Know who is benefiting financially at every step of the way.	5/27/2021 4:19 PM
14	City council transparency, what is their hidden agenda for this area?	5/27/2021 11:51 AM
15	Comparable projects in other cities.	5/27/2021 9:42 AM
16	Online live meetings to recordings vs. having to drudge down to city hall.	5/27/2021 4:16 AM
17	A meeting with the idiots who think this is a good idea. So that i can understand their reasoning.	5/26/2021 8:35 PM
18	Renderings must be very clear and readable, and show all changes before and after, and include all applicable photos and EIRs	5/26/2021 1:55 PM
19	What are we trying to fix? What is the problem?	5/26/2021 9:04 AM
20	Where are all the cars expected to go if you reduce lanes. I am from a beach town of Hermosa and it never gets better with reduced lanes. In Marina del Rey they reduced the road by one lane and just caused commutes to double. You can pretend that everyone will bike to work, but electric bikes are dangerous and I would imagine the average commute is 10 plus miles. I am not a triathlete that loves to sweat it up on my ride to work.	5/25/2021 3:27 PM
21	In person tour of the area, so we can ask questions in real time. Being there together always proves beneficial.	5/25/2021 3:11 PM
22	Neighborhood mailings. Some are elderly and navigate computers well.	5/25/2021 10:22 AM
23	Site plans	5/24/2021 9:13 PM
24	Explicit assurances of NO restrictions or removals of existing traffic lanes	5/24/2021 6:13 PM
25	Truth of the objective of this project.	5/24/2021 8:52 AM
26	These would be helpful, but it doesn't mean I'd take time to view.	5/23/2021 3:04 PM
27	Completed models from other cities	5/21/2021 10:04 AM
28	Hearing input from stakeholders from diff points of view	5/21/2021 8:42 AM
29	IF the project has already been put on paper, what is the point of this survey?	5/20/2021 8:54 AM
30	Q&A virtual town hall.	5/20/2021 8:41 AM
31	Meeting with individual neighborhoods	5/18/2021 9:45 PM
32	unbiased presentation of plans	5/18/2021 8:47 PM
33	Meeting that EVERYONE can attend	5/18/2021 7:38 AM
34	a new mayor and city council	5/17/2021 9:03 AM
35	Architectural plans	5/16/2021 10:50 PM
36	What is the hurry? When the city is open for business, have a community forum series as was done with the Streetscape projects.	5/16/2021 8:54 PM
37	Impact on vehicle traffic circulation.	5/16/2021 8:35 PM
38	Communication well before anything gets approved.	5/16/2021 8:35 AM
39	A Planning Department that offered actual options instead of one that pushes a pre-formulated plan. This looks like Measure T.	5/16/2021 7:45 AM
40	explain why there is a need to spend money on a "problem" that doesn't exist	5/16/2021 1:16 AM
41	Writen and mailed concept/options	5/15/2021 10:10 PM
42	Transparency in documents (post on a website)	5/15/2021 10:04 PM
43	Are your videos going to continue to talk to us like children and use toddler style graphics.	5/15/2021 9:52 PM
44	Community Input Meetings	5/15/2021 9:45 PM
45	None	5/15/2021 8:48 PM

City of Encinitas El Camino Real Survey

46	Leaving well enough alone and improving city infrastructure before adding any more development.	5/15/2021 7:26 PM
47	Hear and see comments from other residents and know that they are incorporated into the plan	5/15/2021 3:58 PM
48	Have the project team who we pay their salaries not act like complete jerks to the taxpayers. I have never dealt with more nasty "community servants" in my life.	5/15/2021 3:29 PM
49	Openness of all plans from council	5/15/2021 2:03 PM
50	Why the project is needed. What are the projections?	5/14/2021 7:52 PM
51	Open discussion utilizing COMMUNITY input, rather than paying it lipservice.	5/14/2021 12:42 PM
52	Greater opportunity to workshop.	5/14/2021 10:55 AM
53	First, tell us what the project is. My understanding so far is that it will be a specific plan, so it's a planning document, not an actual construction project or plan for any particular property. If my assumption is wrong then it illustrates the current lack of definition of the project.	5/12/2021 6:58 PM
54	Listen to the residents, listen to the residents, listen to the residents	5/12/2021 6:39 PM

Q14 Comments

Answered: 33 Skipped: 648

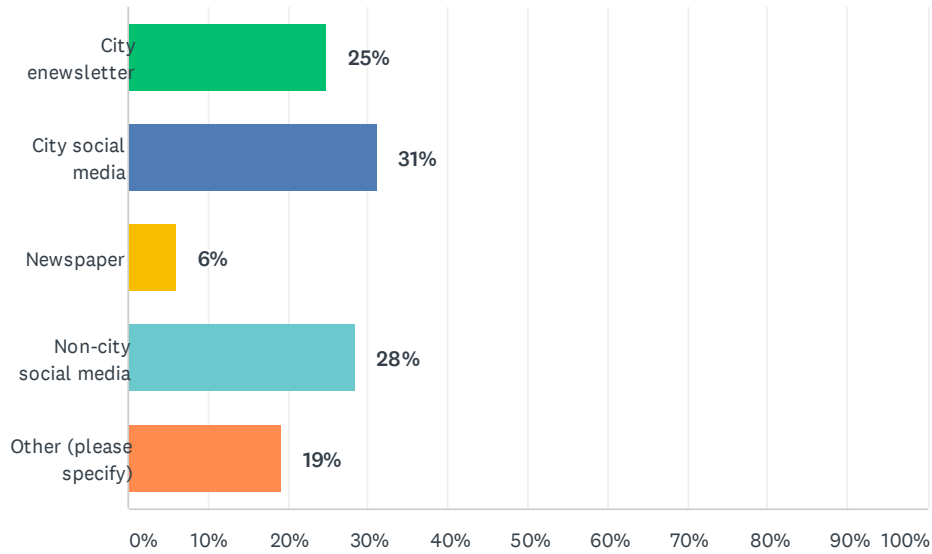
#	RESPONSES	DATE
1	Easy access to the plans for all residents and business owners	6/2/2021 9:53 PM
2	Just STOP. No new housing on this corridor!	6/2/2021 12:23 PM
3	Do not add additional housing on el camino real. Traffic in this area gets worse every year. Over the past decade it has doubled.	6/2/2021 9:38 AM
4	Having a say if something gets done	6/2/2021 9:18 AM
5	Sounds like this USA oroj3ct to build yet more low income housing in an area that is already saturated	6/1/2021 8:28 PM
6	Transparency of funding; where will the funding come from.	6/1/2021 7:49 PM
7	Reports on current and planned housing, population, traffic and demographic comprehensive statistics.	6/1/2021 6:10 PM
8	walking tours sound dangerous and noisy	6/1/2021 3:00 PM
9	As noted above, what specifically is the area the plan refers to? I sent an email a month ago asking this question and got a response that the area was tbd, based on community feedback. This is a circular response.	6/1/2021 12:58 PM
10	Stop wasting money on things that we do not need. Stop getting money for campaigns from Realtor and building industry and start look out for the people of this city	6/1/2021 9:33 AM
11	Also scientific studies have already been done about enhancing city areas so don't fall for delay tactics by NIMBYs	6/1/2021 9:12 AM
12	Considering what happened between the concept stage and the final build of the Forum I don't trust that anything a city says will happen is true. you'll just build whatever you want in the end.	5/31/2021 1:12 PM
13	Define what you are trying to accomplish and let the public weigh in on it	5/31/2021 9:35 AM
14	I did not find any substantial information on the current video. I look forward to specific plans	5/29/2021 5:26 PM
15	Very excited about this project- appreciate the input the community can provide!	5/29/2021 4:57 PM
16	If there is more information published than the YouTube video I watched before this survey then I'd be interesting in having that made available.	5/26/2021 10:23 PM
17	Encinitas doesn't need more housing.	5/26/2021 8:35 PM
18	Who are we trying to help? What problem are we needing to fix? Put a shuttle in and be done.	5/26/2021 9:04 AM
19	This video about Dutch streets and roads is great: https://www.youtube.com/watch?v=ORzNZUeUHAM Can we redesign the street/road to safely accommodate cyclists and still allow cars to get where they need to go. Right now, we have an ineffective Stroad!	5/25/2021 3:11 PM
20	I had to find out about this survey from a neighbor who saw it on Nextdoor. Most people probably missed it.	5/25/2021 10:22 AM
21	It's nice to have a survey, but I don't feel reassured my opinions matter. I like the open areas, and natural trails we already have. A few new shops might be nice. Options for kids young teens, but not do it becomes crowded.	5/23/2021 3:04 PM
22	I'm sure there are other cities that have done projects like this. It would be great to see what they have done.	5/21/2021 10:04 AM
23	The City of Encinitas Planning Staff is EXCELLENT!!! They are our best educators on any new development projects in our city. We need them to continue to educate us on El Camino Corridor project	5/20/2021 8:18 PM
24	Just like the Walmart Store, the monstrosity at Encinitas Blvd and Rancho Santa Fe Rd., I expect that our input will not be respected. I have not confidence in the people who run this city.	5/20/2021 8:54 AM

City of Encinitas El Camino Real Survey

25	T	5/18/2021 12:56 PM
26	I thought nothing was decided already, What do you mean. Is this already designed without any public input!	5/17/2021 11:10 AM
27	No more Measure T.	5/16/2021 7:45 AM
28	Please do not blindsided residence by not sharing your true intentions for this project	5/16/2021 6:43 AM
29	This survey was both biased and relatively hidden. I had to search for it and find it off of your Facebook. If you are really interested in community feedback, you should send a letter to every resident within 2-3 miles of El Camino Real and allow for real comments.	5/15/2021 10:04 PM
30	City and project planners, please listen to residents and the city planning commission for input	5/15/2021 3:58 PM
31	I want the city council to honor the wishes of the citizens, rather than placating us and going with plans they like. Transparency and get as many people as possible involved and then take action based upon the majority's interest.	5/14/2021 12:42 PM
32	About 10 years ago , a development plan for about 500o homes to be built along the corridor was almost snuck into existence. Thus the momentum for prp A and its restrictions City is ignoring the voters wishes with regard to building restriction that we voted into law. Make the corridor development follow the Prop A restrictions or leave it as is. Thx	5/14/2021 10:44 AM
33	Listen to the residents. These kinds of surveys provide very limited opportunities for us to have a say, as do the largely one-way presentations. These always come too late for us to actually have a say - you've all already decided on everything and the presentations/meetings are just intended to appease us and make it seem like you listened, but actually no changes will be made. Please don't do that. Listen early and often!	5/12/2021 6:39 PM

Q15 How did you hear about the project?

Answered: 513 Skipped: 168



ANSWER CHOICES	RESPONSES
City newsletter	25% 128
City social media	31% 160
Newspaper	6% 31
Non-city social media	28% 146
Other (please specify)	19% 99
Total Respondents: 513	

#	OTHER (PLEASE SPECIFY)	DATE
1	Council members	6/2/2021 10:11 PM
2	Flyer at door	6/2/2021 9:53 PM
3	A flyer on my door	6/2/2021 6:20 PM
4	Nextdoor	6/2/2021 4:01 PM
5	from a friend	6/2/2021 1:57 PM
6	Flyer	6/2/2021 12:09 PM
7	husband	6/2/2021 11:41 AM
8	A friend [REDACTED]	6/2/2021 9:29 AM
9	Internet	6/2/2021 9:22 AM
10	Wife	6/1/2021 10:45 PM
11	Next door	6/1/2021 8:29 PM
12	Locals	6/1/2021 6:47 PM
13	Neighbor	6/1/2021 6:14 PM
14	Note left on doorstep	6/1/2021 6:10 PM
15	Flyer	6/1/2021 5:23 PM

City of Encinitas El Camino Real Survey

16	a neighbor put a flyer under my doormat	6/1/2021 3:00 PM
17	Survey info	6/1/2021 2:47 PM
18	Nextdoor	6/1/2021 2:46 PM
19	Next door	6/1/2021 12:59 PM
20	Nextdoor	6/1/2021 12:17 PM
21	on line	6/1/2021 10:17 AM
22	Linley dropped of at home	6/1/2021 9:33 AM
23	Next door	6/1/2021 9:28 AM
24	email from a friend	6/1/2021 7:32 AM
25	Nextdoor. How about a sign outside of city hall like outside of schools and churches that all residents see when driving by.	6/1/2021 1:11 AM
26	Neighbors	5/31/2021 5:56 PM
27	Community organization	5/31/2021 4:26 PM
28	Flyer left on home doorstep	5/31/2021 3:29 PM
29	Notice on my doorstep	5/31/2021 2:36 PM
30	From a friend	5/31/2021 1:13 PM
31	friend sent it to me.	5/31/2021 1:08 PM
32	Neighbors	5/31/2021 11:39 AM
33	A friend	5/31/2021 9:06 AM
34	Facebook	5/29/2021 11:14 PM
35	Family member	5/29/2021 5:26 PM
36	Circulate SD	5/29/2021 2:15 AM
37	HOA Members	5/28/2021 3:56 PM
38	This email.	5/28/2021 3:13 PM
39	Nextdoor	5/27/2021 7:45 AM
40	Nextdoor	5/26/2021 10:38 PM
41	Nextdoor	5/26/2021 9:18 PM
42	email from city	5/26/2021 1:55 PM
43	Encinitas Bike Walk	5/25/2021 5:07 PM
44	forwarded from Bike-Walk Encinitas	5/25/2021 4:39 PM
45	BikeWalk Encinitas	5/25/2021 3:44 PM
46	From the chair of BikeWalk Encinitas	5/25/2021 3:11 PM
47	Word of mouth. Emails.	5/25/2021 1:59 PM
48	Email	5/25/2021 1:54 PM
49	Neighbor saw it on Nextdoor.	5/25/2021 10:22 AM
50	██████████ facebook post	5/25/2021 5:36 AM
51	Husband	5/24/2021 9:35 PM
52	NextDoor	5/24/2021 6:14 PM
53	Found this survey on Nextdoor App	5/24/2021 5:23 PM
54	Friends	5/24/2021 8:53 AM
55	Neighbors	5/23/2021 5:16 PM
56	NextDoor	5/23/2021 3:04 PM

City of Encinitas El Camino Real Survey

57	Through other members of Encinitas4Equality.	5/22/2021 7:22 PM
58	Next Door	5/22/2021 8:37 AM
59	Friend	5/22/2021 7:43 AM
60	Nextdoor, neighbor	5/21/2021 9:36 PM
61	Word of mouth	5/21/2021 1:55 PM
62	Housing Advocate [REDACTED]	5/21/2021 10:58 AM
63	Encinitas For Equality	5/21/2021 10:04 AM
64	Friends connected to local politics, action, issues	5/21/2021 8:43 AM
65	Friend	5/21/2021 6:10 AM
66	Social media	5/20/2021 8:53 PM
67	Encinitas Politics Facebook group and Mayor [REDACTED] at lecture on history of housing in Encinitas	5/20/2021 8:19 PM
68	Nextdoor	5/20/2021 7:47 PM
69	Next Door	5/20/2021 8:54 AM
70	Spouse	5/20/2021 7:46 AM
71	Next door	5/20/2021 6:18 AM
72	my wife got an email from the city	5/19/2021 9:47 PM
73	Nextdoor	5/19/2021 7:02 PM
74	From the person who keeps me informed of what's really going on [REDACTED]	5/19/2021 12:50 PM
75	Nextdoor	5/19/2021 12:41 PM
76	[REDACTED]	5/18/2021 9:53 PM
77	Friend	5/18/2021 7:14 PM
78	Nextdoor	5/18/2021 6:29 PM
79	Flora Vista moms and dads group on Facebook	5/18/2021 4:20 PM
80	Neighbor	5/18/2021 3:14 PM
81	Friend	5/18/2021 12:54 PM
82	Someone posted on my elementary school Facebook page.	5/18/2021 11:07 AM
83	Resident fb post sharing	5/18/2021 10:51 AM
84	Neighbor	5/18/2021 8:44 AM
85	Meeting	5/16/2021 8:55 PM
86	What project. Usually only hear about projects well after they are approved.	5/16/2021 8:36 AM
87	Candidate [REDACTED]	5/16/2021 7:46 AM
88	Family. I am disappointed I was not informed by the city.	5/15/2021 10:05 PM
89	Neighborhood Committee	5/15/2021 9:53 PM
90	Social Media (not city related)	5/15/2021 9:46 PM
91	Facebook	5/15/2021 9:45 PM
92	FB	5/15/2021 5:09 PM
93	Friend	5/14/2021 8:53 PM
94	Friend	5/14/2021 6:41 PM
95	Friend	5/14/2021 6:20 PM
96	word of mouth	5/14/2021 12:42 PM
97	Word of mouth	5/14/2021 11:50 AM

City of Encinitas El Camino Real Survey

98	My City Councilmember	5/14/2021 11:04 AM
99	City Council	5/13/2021 7:50 AM