



# Encinitas Modal Alternatives Project: Community Survey Report

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## EXECUTIVE SUMMARY

### Introduction and Methodology:

In 2020, the City of Encinitas successfully applied for and received funding for the next phase of the City's Active Transportation Plan – the development of the Modal Alternatives Project (MAP). When complete, MAP Encinitas will provide the City with a prioritized list of bike and pedestrian projects that reflects the community's desires and values. The project will also develop conceptual plans and fact sheets for 35 of the highest priority projects, so that the City is well-positioned to apply for additional grant funding.

CR Associates (CRA) was selected by the City to be the Prime Consultant for this project, and CRA partner, Sherry Ryan, selected Rea & Parker Research (Richard Parker, Ph.D., President) to serve as the subconsultant for the Community Survey scheduled for Summer 2021.

As President of Rea & Parker Research, Dr. Richard Parker has conducted hundreds of professional surveys for public and private clients and he is exceptionally well-versed and expert in the construction of complex survey instruments as well as their implementation. In this professional capacity, Dr. Parker has served California and the Southwest for nearly 40 years.

The survey instrument went through many iterations and was finally activated online on August 3, 2021, in time for a workshop that the City planned to conduct. The survey stayed active until September 19, 2021, after which analysis began. The Encinitas survey was complex but was completed by 1,273 respondents--a testament to its clarity and straightforward approach.

The analysis contained in this report groups the questions into several categories:

- Sample Characteristics/Demographics
- Community Values
- Funding Priorities
- Travel Mode to Destinations Traveled Last Week
- Bicycle/Pedestrian Infrastructure Priorities
- Walking Influences/Considerations, Destinations, and Suggested Improvements
- Bicycling Influences/Considerations, Destinations and Suggested Improvements
- Public Transit Influences/Considerations

The format of this report provides a disaggregation for each survey question in all of the above categories by the four major Primary Travel Modes (Drive Alone, Carpool, Bicycle and Walk). For the questions that apply to Community Values, Funding Priorities, Travel Mode to Destinations Traveled Last Week, and Bicycle/Pedestrian Infrastructure Priorities disaggregation is also provided by the five residential communities of Encinitas (Old Encinitas, New Encinitas, Olivenhain, Leucadia, and Cardiff-by-the Sea).

The survey questionnaire, all question frequencies by primary mode and by community, category means (where applicable), and verbatim lists of open-ended responses to “Other, please specify” response options are contained in the Appendices (survey questionnaire attached to this report and statistical frequencies, etc. in separate Appendix).

### **Sample Characteristics:**

#### **Drive Alone Respondents:**

- are more ethnic minority than the other three modes,
- are older than the other three modes,
- have the second lowest median annual income among the four modes,
- tend to live in Olivenhain more than the other three modes, and
- tend to work in Leucadia more than the other three groups.

#### **Carpool Respondents:**

- have the second highest income of the four modes,
- are the second youngest group of the four modes,
- are the second most ethnically White group of the four modes,
- have the second highest percentage of college graduate and above education among the four modes,
- live in New Encinitas more than the other three modes, and
- are least likely to work in Encinitas among the four modes.

#### **Bicycle Respondents:**

- are male to a much greater extent than the other three modes,
- enjoy higher income than the other three modes,
- are the youngest of the three modes,
- have the fewest disabled respondents among the four modes, and
- live and work in Cardiff-by-the-Sea more than the other three groups.

#### **Walk Respondents:**

- earn less income annually than the other three modes,
- are much more highly educated than the other three modes,
- show the highest White population among the four modes,
- live in Old Encinitas more than the other three modes, and
- are tied with Cardiff-by-the-Sea respondents for highest percentage working in Old Encinitas.

### **Community Values by Primary Travel Mode:**

- Ensure Safe Travel is a very important value for respondents across all 4 modes of travel. It is ranked first by those who usually drive alone and by those who usually carpool.
- Safeguard Clean Air is also rated as quite important by the survey respondents. This value is ranked among the top 4 choices across all 4 modes.

- Design Neighborhoods for Walking and Bicycling is also given high priority by the survey respondents. Those, who primarily use a bicycle to travel around Encinitas and those who primarily walk rated this value as their top priority. Carpool users and drive alone respondents rated Design Neighborhoods for Walking and Bicycling as their third and fourth choices, respectively.
- Support Tourism/With Enhanced Mobility Options is rated last by drive alone respondents, bicycle users, and walkers. It is ranked next to last by carpool users.
- Provide More Mixed Residential/Commercial within Walking Distance of Transit is also rated relatively low. Carpool users rate this value last while drive alone respondents and walkers rate it next to last.

#### **Community Values by Community of Residence:**

- Ensure Safe Travel is the top priority in all 5 communities of Encinitas.
- Safeguard Clean Air is the second highest priority in Old Encinitas, New Encinitas, and Leucadia. It is the fourth highest priority in Olivenhain and in Cardiff-by-the-Sea.
- Design Neighborhood for Walking and Bicycling is among the top 3 priorities for all 5 communities.
- Support Tourism/Economy with Enhanced Mobility Options is rated last in Old Encinitas, Leucadia, and Cardiff by the Sea.
- Mixed Residential/Commercial within Walking Distance of Transit is either rated lowest or next to lowest in all 5 communities of Encinitas.

#### **Funding Priority by Primary Travel Mode:**

- Repair Potholes/Maintain Streets and Roads stand out as the highest priority for those who drive alone and for carpool users. This funding priority is ranked second among walkers but is not as highly rated among bicyclists, but still highly rated in absolute terms.
- Maintain Pedestrian Sidewalks/Walkways and Make Roads Safer for Bicyclists/Pedestrians are both rated among the top 4 funding priorities across all 4 primary modes.
- More Shared Mode Transportation Options is the last priority for those who drive alone and for those who use carpools. It is second to last for those who primarily walk. Community-Based Shuttle Service also receives low ratings among all 4 modes. Increase On-Street Parking Spaces receives the lowest rating for people who walk or bicycle.

#### **Funding Priorities by Community of Residence:**

- Maintain Pedestrian Sidewalks/Walkways is rated the top priority by residents of Old Encinitas, and it is rated among the top 3 priorities in the other communities.
- Repair Potholes/Maintain Streets is the top priority in New Encinitas, Olivenhain, and Leucadia. It is rated second in Old Encinitas and Cardiff-by-the-Sea.
- Reduce Traffic Congestion/Delays is ranked among the top 3 priorities across all 5 communities.

- More Shared Mode Transportation Options is rated as the last priority in all communities except Cardiff-by-the-Sea, where it is ranked third to last.
- Community-Based Shuttle Service and Improve Local Bus Service are among the last 4 priorities across all communities.

#### **Infrastructure Priorities by Travel Mode Usually Used to Travel Around Encinitas:**

- Gap Closure is the top bicycle/pedestrian infrastructure priority for all respondents no matter their primary mode of travel.
- Location of Projects in Proximity to Schools, Jobs, etc. and Anticipated Demand are in the top 3 rankings across all 4 modes.
- Shovel Readiness is the last ranked infrastructure priority among those respondents who drive alone and walk. Bicyclists rank Shovel Readiness higher than do the other three modes
- Regional Significance is last in ranking as a top priority among those respondents who primarily carpool or bicycle around Encinitas. Only walkers rank Shovel Readiness above the bottom two.
- Social Equity is in the bottom 3 rankings across all 4 modes.

#### **Infrastructure Priority by Community of Residence:**

- Gap Closure is the top priority for all communities except Olivenhain where it is the second highest priority.
- Location in proximity to schools, jobs, attractions is the second highest priority in Old Encinitas, New Encinitas, and Leucadia and is third in Olivenhain.
- Anticipated Demand is the third highest priority in all communities except Olivenhain.
- Social Equity is the lowest priority in Old Encinitas and New Encinitas, and the second lowest in Leucadia, but it is a highly ranked second in Cardiff-by-the-Sea.
- Regional Significance is the second lowest priority in Old Encinitas, New Encinitas, and Olivenhain and the lowest priority in Cardiff-by-the-Sea.

#### **Travel Mode to Various Destinations During Week before Survey Completion by Travel Mode Usually Used to Travel Around Encinitas:**

- Among respondents who usually drive alone in their car, substantial numbers drove alone to all of the destinations during the week before survey completion.
- Among respondents who usually use a carpool to travel around Encinitas, significant numbers also used carpools to travel to all destinations during the week before survey completion with the exception of going to work, to which they drove alone in their car.
- Among respondents who usually use a bicycle to get around Encinitas, it is found that these respondents used their bicycle to travel to restaurants and the park or beaches during the week before survey completion. Shopping trips were split evenly between driving alone and bicycling and almost one-half of these respondents worked at home.

- Among those who usually walk to get around Encinitas, it is found that they also walked to the beach/park and restaurants. Most of these respondents drive alone for shopping trips and drive alone to work if they do not work at home or do not go to work at all.

**Travel Mode to Various Destinations During Week before Survey Completion by Community of Residence:**

- Residents of Old Encinitas tended to walk to parks and beaches and to restaurants during the week before survey completion. They also made substantial use of their car in driving alone to shopping destinations and getting to work.
- Residents of New Encinitas made extensive use of their car in traveling during the week before survey completion – largely to shopping destinations, parks and beaches, and restaurants; also, they made use carpooling for travel to the beach and for visiting restaurants.
- Residents of Olivenhain largely drove alone in their car to all destinations specified in the survey during the week before survey completion.
- Residents of Leucadia drove alone in their car extensively during the week before survey completion, but they also walked to the park and beaches as well as to restaurants to a lesser extent.
- Residents of Cardiff largely drove alone to various destinations during the week before survey completion especially to shopping, but also to some extent to restaurants and parks/beaches. They also made use of a carpool for visiting restaurants, shopping and getting to work. These respondents made minimal use of bicycling and walking to parks and the beaches.
- It is notable that across all 5 communities of Encinitas, respondents made extensive use of motorized vehicles to fulfill their travel needs during the week before survey completion.
- It is suspected that the use of motor vehicles was somewhat minimized because many schools were not in session the week before survey completion for most respondents, thereby eliminating the need to attend school or drop children off at school or pick them up.
- The traditional work trip by motor vehicle was also minimized because a fairly large percentage of respondents worked at home during the week before survey completion in part, most likely, as an outgrowth of the COVID-19 pandemic.

**Walking in Encinitas:**

- By far, Health and Exercise is the primary motivation for walking among all 4 modes. Environmental Concerns have the next highest influence upon the choice to walk or consider walking.
- Walking to Recreational sites are most frequent among walkers. Dining and Shopping/Errands follow.
- There is a substantial willingness to walk or consider walking among all 4 modes.

- The biggest obstacles to walking more are that Distances Are Too Far to walk and there is the Need to Carry Groceries and Other Cargo
- In order to encourage more walking by residents and workers in Encinitas, More Walking Paths are the most suggested improvement, followed by Better Connectivity of Walking Paths and Improved Buffers Between Pedestrians and Motorists
- Walking is seen by all 4 modes to be a very safe method of transportation around Encinitas

#### **Bicycling in Encinitas:**

- As was the case with walking, the primary motivators for bicycling in Encinitas are Health and Exercise and Environmental Concerns. Circumventing Traffic Delays, Minimizing Parking Needs and Cost also show some influence.
- Again, as with walking, Recreations sites are the most frequent destination for bicyclists and other modes that would consider bicycling. Also indicated as destinations are Dining and Shopping/Errands.
- Among those who bicycle occasionally or might consider doing so, the participation is considerably less than for walking. Walk respondents are the most willing to bicycle among the three non-bicycle modes. Drive Alone respondents are the least willing.
- The major obstacles to bicycling are Too Much Vehicular Traffic, Safety, and the Need to carry Groceries and Other Cargo.
- Suggested Improvements to promote more bicycling among residents and workers in Encinitas are Improved Buffers between Bicyclists and Motorists, More Bike Paths and Trails, and Bike Lanes on Major Streets.
- Bicycle riders consider bicycling safe. The other modes are much less satisfied with bicycle safety than they are for walking safety.



**Potential for Using Public Transit in Encinitas:**

- No survey participant was a public transit user for most of their trips in around Encinitas
- The other mode respondents indicated that they could possibly be encouraged to use public transit if 1) it were More Accessible to Residential Locations; 2) Buses and Trains Would Run More Frequently; 3) Trip Time Must Be Faster, and; 4) there would be Longer Operating Hours on Weekends.

## INTRODUCTION

The City of Encinitas' Active Transportation Plan (ATP) was adopted in 2018. It established a network of biking and walking facilities throughout the City and identified needed routes, gap closures, safety considerations, and facility options for active transportation modes. An implementation plan prioritizing the projects and identifying funding opportunities was not part of the original ATP due to funding limitations.

In 2020, the City successfully applied for and received funding for this next phase – the development of an implementation plan – through the Caltrans Sustainable Communities Grant. The creation of an implementation plan (Active Transportation Implementation Plan—ATP) is the ultimate objective of the Modal Alternatives Project (MAP Encinitas).

When complete, MAP Encinitas will provide the City with a prioritized list of bike and pedestrian projects that reflects the community's desires and values. The project will also develop conceptual plans and fact sheets for 35 of the highest priority projects, so that the City is well-positioned to apply for additional grant funding.

The expected timeline for the project is displayed below.



CR Associates (CRA) was selected by the City to be the Prime Consultant for this project, and CRA partner, Sherry Ryan, selected Rea & Parker Research (Richard Parker, Ph.D., President) to serve as the subconsultant for the Community Survey scheduled for Summer 2021.

As President of Rea & Parker Research, Dr. Richard Parker has conducted hundreds of professional surveys for public and private clients, and he is exceptionally well-versed and expert in the construction of complex survey instruments as well as their implementation. In this professional capacity, Dr. Parker has served California and the Southwest for nearly 40 years.

- Dr. Parker is the coauthor of a very successful textbook on conducting survey research. This book, in its 4<sup>th</sup> edition, is used by graduate students in methods classes as well as by professionals who wish to conduct their own surveys. Dr. Parker has taught survey research and statistics at San Diego State for several decades.
- Dr. Parker is an expert in avoiding the use of leading and biased question construction. His many clients will attest to his ability to prepare unbiased survey instruments that obtain valid, scientifically based information. He has further testified as an expert witness regarding surveys and survey construction in many multi-million-dollar litigations for major clients.
- In the Encinitas survey, respondents were to be asked to provide opinions and prioritization regarding community values and public funding projects. They were free to express any opinion they chose as they were asked their opinions about their potential or possible use of alternative modes of transportation. Respondents were basically to be asked to opine on various alternative transportation scenarios.
- Throughout the report, charts will be included to illustrate these opinions. Each chart will contain a descriptive title and an indication of which subset of respondents is being depicted on that chart. These subsets include the following<sup>1</sup>:
  - Respondents who Drive Alone for the majority of their trips in and around Encinitas.
  - Respondents who Carpool for the majority of their trips in and around Encinitas.
  - Respondents who Bicycle for the majority of their trips in and around Encinitas.
  - Respondents who Walk or Jog for the majority of their trips in and around Encinitas.
  - Respondents who reside in Old Encinitas
  - Respondents who reside in New Encinitas
  - Respondents who reside in Olivenhain
  - Respondents who reside in Leucadia
  - Respondents who reside in Cardiff-by-the-Sea

## **METHODOLOGY**

Rea & Parker Research (R&P) performed the following services for the Modal Alternatives Project (MAP) and Active Transportation Plan (ATP) Implementation Plan Project:

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<sup>1</sup> These four primary transportation mode categories each had a sufficient number of respondents to allow for a comfortable degree of accuracy in summarizing and drawing conclusions. The five communities of residence also had a sufficient number of respondents to do the same.

- The CRA team, led by Richard Parker, administered the project prioritization preference survey online with a goal of collecting between 250 and 500 responses [1,273 were ultimately collected].
- R&P developed a postcard in association with the City that directed survey respondents to the project website. From the City’s project website, potential respondents were redirected to the host website to complete the survey. Postcards were be mailed out by the City to all residents that would include the website address and a QR code for smart phone application.
- R&P developed the survey for online implementation. A copy of the final survey instrument is included in the Appendix to this report.
- Dynata programmed and hosted the online survey for Rea & Parker Research. Dynata is headquartered in Shelton, Connecticut and is the world’s largest first-party data company, with a global reach of more than 62 million consumers and business professionals.
- The postcard and survey were bilingual in English and Spanish.
- Responses were analyzed and reported by community and by respondents’ primary travel mode.

The survey instrument went through many iterations and was finally activated online on August 3, 2021, in time for a workshop that the City planned to conduct. The survey was activated after undergoing rigorous checks and re-checks for comprehensiveness, clarity, consistency, and ease of completion by R&P. The survey stayed active until September 19, 2021, after which analysis began. The Encinitas survey was complex but was completed by 1,273 respondents--a testament to its clarity and straightforward approach.

The analysis contained in this report groups the questions into several categories:

- Sample Characteristics/Demographics
- Community Values
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The format of this report provides a disaggregation for each survey question in all of the above

categories by the four major Primary Travel Modes. For the questions that apply to Community Values, Funding Priorities, Travel Mode to Destinations Traveled Last Week, and Bicycle/Pedestrian Infrastructure Priorities disaggregation is also provided by the five Residential Communities.

The survey questionnaire, all question frequencies by primary mode and by community, category means (where applicable), and verbatim lists of open-ended responses to “Other, please specify” response options are contained in the Appendices to this report.

## SAMPLE CHARACTERISTICS

The questionnaire was completed in English by 95 percent of respondents and in Spanish by 5 percent. The survey results required weighting by income, age of respondent, ethnicity, gender and education to eventually result in the following demographic distribution that reflects Encinitas demographics quite well (Table 1). The unweighted responses were skewed toward older, higher income, better educated, White respondents.

<b>Table 1</b>	
<b>All Respondents-- Demographics</b>	
	Percentage
<b>Gender</b>	
Male	49%
Female	51%
<b>Ethnicity</b>	
White	75%
Hispanic/Latinx	14%
Asian/Pacific Islander	5%
Mixed Ethnicities	4%
African-American/Black	1%
Other (includes Middle Eastern, American Indian)	1%
<b>Education</b>	
Some College or Less	33%
College Graduate	38%
Graduate Degree	29%
<b>Age (median = 53 years)</b>	
34 years and under	17%
35-54 years	36%
55-74 years	41%
75 years and older	6%
<b>Annual Household Income (median = \$128,000)</b>	
Under \$20,000	10%
\$20,000-\$39,999	11%
\$40,000-\$59,999	7%
\$60,000-\$79,999	9%
\$80,000-\$99,999	7%
\$100,00-\$149,999	18%
\$150,000-\$199,999	12%
\$200,000 or more	26%
<b>Disabled</b>	
Yes (substantially Uber/Lyft/Taxi/Vanpool)	10%
No	90%

The community within Encinitas in which survey respondents live and work is depicted in Table 2. Leucadia and New Encinitas each have 22 percent of the survey respondents living in their communities, with Cardiff-by-the-Sea close behind at 21 percent. Olivenhain has the fewest respondents (11 percent). Among the 38 percent who indicate a work location, the distribution is very evenly split among Leucadia (10 percent), Old Encinitas (10 percent), New Encinitas (9 percent), and Cardiff-by-the-Sea (8 percent). Olivenhain again has the fewest work location respondents (2 percent).

<b>Table 2</b>		
<b>All Respondents--Residential/Work Community</b>		
Encinitas Community	Live	Work
Leucadia	22%	10%
New Encinitas	22%	9%
Cardiff-by-the-Sea	21%	8%
Old Encinitas	18%	10%
Olivenhain	11%	2%
Do Not Know	3%	1%
Do Not Live or Work in Encinitas	3%	60%

The primary travel mode in and around Encinitas of survey respondents is represented in Table 3, indicating that 59 percent of survey respondents drive alone in and around Encinitas. Carpool (15 percent), Bicycle (11 percent) and Walk/Jog (10 percent) follow. A few people use Uber/Lyft or Taxis (3 percent). Motorcycles have a 1 percent usage, with vanpools, golf carts, and scooters less than 1 percent, and not a single respondent travels around Encinitas by public bus.

<b>Table 3</b>		
<b>All Respondents—Primary Mode of Travel Around Encinitas</b>		
Mode	Number	Percentage
Drive Alone	754	59%
Carpool (2-4 people in the vehicle)	192	15%
Bicycle	142	11%
Walk/Jog	125	10%
Uber/Lyft/Taxi	37	3%
Motorcycle	16	1%
Other (Golf Cart, Scooter, "Mixed")	5	<1%
Vanpool/Shuttle (5 or more people in the vehicle)	2	<1%
Public Bus	0	0%
<b>TOTAL</b>	<b>1,273</b>	<b>100%</b>

By community, these primary modes are indicated in Table 4 for the four major modes (Drive Alone, Carpool, Bicycle, Walk/Jog--presented as “Walk” for the balance of this report).

<b>Table 4</b>					
<b>Primary Mode of Travel Around Encinitas by Residential Community</b>					
Mode	Old Encinitas	New Encinitas	Cardiff-by-the-Sea	Leucadia	Olivenhain
Drive Alone	48%	69%	49%	57%	83%
Carpool (2-4 people in the vehicle)	13%	22%	11%	14%	12%
Bicycle	16%	4%	15%	14%	2%
Walk	20%	2%	11%	14%	2%

Among the minor primary modes, Uber/Lyft/Taxi usage is found to be strongest in Olivenhain (13 percent), with the other modes spread evenly among all of the residential communities.

Table 4 depicts a respondent population where Olivenhain residents drive alone quite a bit more (83 percent) than do the other communities. New Encinitas follows at 69 percent drive alone, with Old Encinitas (48 percent) and Cardiff-by-the-Sea (49 percent) least reliant on driving alone.

Table 4 also shows that Old Encinitas has more carpoolers (22 percent) than the other four communities. Bicycling is heaviest in Old Encinitas (16 percent), Cardiff-by-the-Sea (15 percent), and Leucadia (14 percent). Bicyclists are virtually non-existent in Olivenhain (2 percent) and New Encinitas (4 percent).

Lastly, Table 4 shows that walking is most prevalent in Old Encinitas (20 percent), with Olivenhain (2 percent) and New Encinitas (2 percent) once again demonstrating the lowest degree of active transportation.



The demographics for the four largest primary modes (Drive Alone, Carpool, Bicycle, and Walk) are shown in Table 5, Table 6, Table 7, and Table 8.

<b>Table 5</b>		
<b>Drive Alone Respondent Demographics</b>		
		<b>Percentage</b>
<b>Gender</b>		
Male		48%
Female		52%
<b>Ethnicity</b>		
White		71%
Hispanic/Latinx		17%
Asian/Pacific Islander		6%
Mixed Ethnicities		4%
African-American/Black		1%
Other (includes Middle Eastern, American Indian)		1%
<b>Education</b>		
Some College or Less		36%
College Graduate		36%
Graduate Degree		28%
<b>Age (median = 57 years)</b>		
34 years and under		20%
35-54 years		26%
55-74 years		48%
75 years and older		6%
<b>Annual Household Income (median = \$112,000)</b>		
Under \$20,000		8%
\$20,000-\$39,999		15%
\$40,000-\$59,999		7%
\$60,000-\$79,999		9%
\$80,000-\$99,999		7%
\$100,00-\$149,999		17%
\$150,000-\$199,999		13%
\$200,000 or more		24%
<b>Disabled</b>		
Yes		8%
No		92%
<b>Where Drive Alone Respondents Live and Work</b>	<b>Live</b>	<b>Work</b>
Old Encinitas	15%	8%
New Encinitas	26%	10%
Olivenhain	15%	2%
Leucadia	21%	13%
Cardiff-by-the-Sea	18%	5%
Do Not Know	2%	1%
Do Not Live or Work in Encinitas	3%	61%

<b>Table 6 Carpool Respondent Demographics</b>		
		Percentage
<b>Gender</b>		
Male		49%
Female		51%
<b>Ethnicity</b>		
White		80%
Hispanic/Latinx		7%
Asian/Pacific Islander		5%
Mixed Ethnicities		5%
African-American/Black		2%
Other (includes Middle Eastern, American Indian)		1%
<b>Education</b>		
Some College or Less		24%
College Graduate		42%
Graduate Degree		34%
<b>Age (median = 50 years)</b>		
34 years and under		14%
35-54 years		47%
55-74 years		30%
75 years and older		9%
<b>Annual Household Income (median = \$130,000)</b>		
Under \$20,000		0%
\$20,000-\$39,999		6%
\$40,000-\$59,999		13%
\$60,000-\$79,999		11%
\$80,000-\$99,999		8%
\$100,00-\$149,999		20%
\$150,000-\$199,999		11%
\$200,000 or more		31%
<b>Disabled</b>		
Yes		6%
No		94%
<b>Where Carpool Respondents Live and Work</b>	<b>Live</b>	<b>Work</b>
Old Encinitas	16%	12%
New Encinitas	32%	10%
Olivenhain	8%	3%
Leucadia	21%	5%
Cardiff-by-the-Sea	15%	2%
Do Not Know	7%	5%
Do Not Live or Work in Encinitas	1%	63%

<b>Table 7 Bicycle Respondent Demographics</b>		
		Percentage
<b>Gender</b>		
Male	65%	
Female	35%	
<b>Ethnicity</b>		
White	76%	
Hispanic/Latinx	16%	
Asian/Pacific Islander	2%	
Mixed Ethnicities	5%	
African-American/Black	0%	
Other (includes Middle Eastern, American Indian)	1%	
<b>Education</b>		
Some College or Less	33%	
College Graduate	39%	
Graduate Degree	28%	
<b>Age (median = 48 years)</b>		
34 years and under	13%	
35-54 years	55%	
55-74 years	31%	
75 years and older	1%	
<b>Annual Household Income (median = \$144,000)</b>		
Under \$20,000	0%	
\$20,000-\$39,999	3%	
\$40,000-\$59,999	5%	
\$60,000-\$79,999	9%	
\$80,000-\$99,999	6%	
\$100,00-\$149,999	31%	
\$150,000-\$199,999	13%	
\$200,000 or more	33%	
<b>Disabled</b>		
Yes	2%	
No	98%	
<b>Where Bicycle Respondents Live and Work</b>	<b>Live</b>	<b>Work</b>
Old Encinitas	26%	15%
New Encinitas	8%	4%
Olivenhain	2%	1%
Leucadia	27%	11%
Cardiff-by-the-Sea	29%	20%
Do Not Know	1%	0%
Do Not Live or Work in Encinitas	7%	49%

<b>Table 8 Walking Respondent Demographics</b>		
		Percentage
<b>Gender</b>		
Male		53%
Female		47%
<b>Ethnicity</b>		
White		82%
Hispanic/Latinx		9%
Asian/Pacific Islander		3%
Mixed Ethnicities		4%
African-American/Black		2%
Other (includes Middle Eastern, American Indian)		0%
<b>Education</b>		
Some College or Less		13%
College Graduate		48%
Graduate Degree		39%
<b>Age (median = 52 years)</b>		
34 years and under		16%
35-54 years		40%
55-74 years		38%
75 years and older		6%
<b>Annual Household Income (median = \$104,000)</b>		
Under \$20,000		15%
\$20,000-\$39,999		7%
\$40,000-\$59,999		7%
\$60,000-\$79,999		12%
\$80,000-\$99,999		8%
\$100,00-\$149,999		14%
\$150,000-\$199,999		13%
\$200,000 or more		24%
<b>Disabled</b>		
Yes		7%
No		93%
<b>Where Walking Respondents Live and Work</b>	Live	Work
Old Encinitas	36%	15%
New Encinitas	5%	7%
Olivenhain	1%	1%
Leucadia	31%	6%
Cardiff-by-the-Sea	25%	1%
Do Not Know	2%	0%
Do Not Live or Work in Encinitas	0%	70%

## Sample Characteristics Summary

There are some noteworthy differences among the demographics by Primary Mode of Travel, among which are the following.

- Drive Alone Respondents:
  - more ethnic minority (29%) than the other three modes,
  - are older (57 years of age) than the other three modes,
  - have the second lowest median annual income (\$112,000) among the four modes,
  - tend to live in Olivenhain (15%) more than the other three modes, and
  - tend to work in Leucadia (13%) more than the other three groups.
- Carpool Respondents:
  - have the second highest income (median annual income = \$130,000) of the four modes,
  - are the second youngest group (median age = 50 years) of the four modes,
  - are the second most ethnically White group (80 percent) of the four modes,
  - have the second highest percentage of college graduate and above education (74 percent) among the four modes,
  - live in New Encinitas (32 percent) more than the other three modes, and
  - are least likely to work in Encinitas (70 percent) among the four modes.
- Bicycle Respondents:
  - are more male (65 percent) to a great extent than the other three modes,
  - enjoy higher income (median = \$144,000) than the other three modes,
  - are the youngest (median age = 48 years) of the three modes,
  - have the fewest disabled respondents (2 percent) among the four modes, and
  - live (29 percent) and work (20 percent) in Cardiff-by-the Sea more than the other three groups.
- Walk Respondents:
  - earn less income annually (median income = \$104,000) than the other three modes,
  - are much more highly educated (87 percent college graduate or more) than the other three modes,
  - show the highest the White population (82 percent) among the four modes,
  - live in Old Encinitas (36 percent) more than the other three modes, and
  - are tied with Cardiff-by-the-Sea respondents for highest percentage working in Old Encinitas (15 percent).

## SURVEY FINDINGS

### Community Values

Respondents rated 12 community values. Each value was rated on a scale of 1 to 10, where 10 is considered very important to the respondent and 1 is considered not very important to the person. In this section of the report, the relative importance of these community values is analyzed according to two distinct characteristics – primary mode of travel and community of residence.

#### Community Values by Travel Mode

**Chart 1, Chart 2, Chart 3, and Chart 4** show the mean ratings of community values according to how respondents feel about the relative importance to them for each of these values. Each chart represents those respondents who specified the travel mode they primarily use to travel around Encinitas. Mean ratings are presented in descending order from the highest mean rating to the lowest.

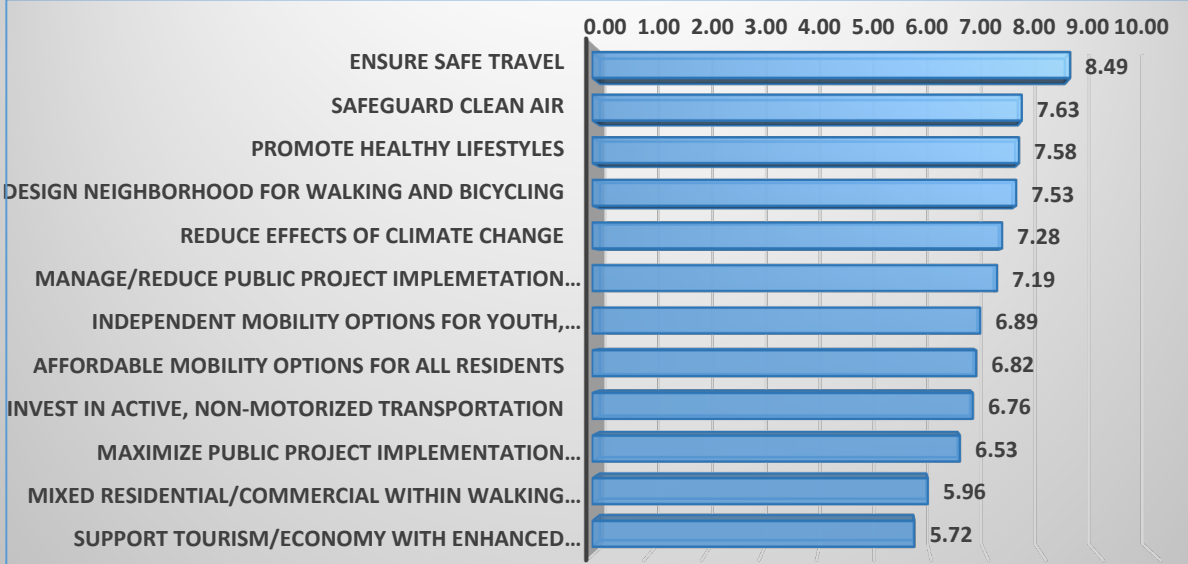
**Chart 1** shows the ratings of community values expressed by respondents who drive alone for most of their trips around Encinitas. The value that stands out as the highest rated is to Ensure Safe Travel (mean of 8.49). In a second tier, 3 values are grouped relatively close together: Safeguard Clean Air (mean of 7.63), Promote Healthy Lifestyles (mean of 7.58), and Design Neighborhood for Walking and Bicycling (mean of 7.53).

Lower rated, but still ranked above a midpoint score of 5 on a 1-to-10 scale, are the following: Mixed Residential/Commercial Within Walking Distance of Transit (mean of 5.96) and Support Tourism/Economy with Enhanced Mobility Options (mean of 5.72). It is noteworthy that these ratings are still indicative of importance – albeit relatively lower than the first 10 values.

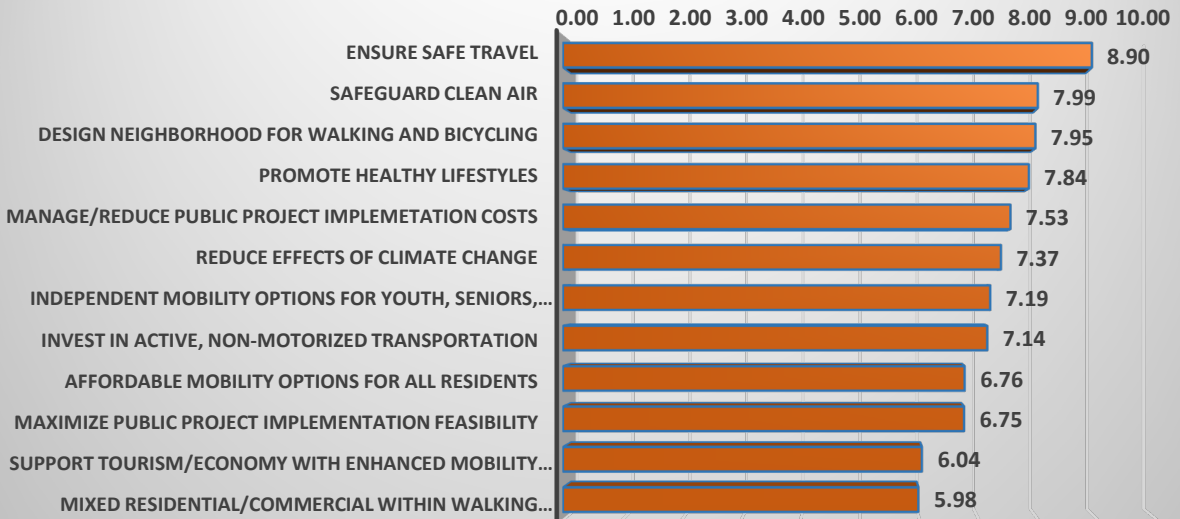
**Chart 2** shows the ratings of community values expressed by respondents who primarily use a carpool to travel around Encinitas. The highest rated value is Ensure Safe Travel (mean of 8.90). The next three values follow in terms of high rankings: Safeguard Clean Air (mean of 7.99), Design Neighborhoods for Walking and Bicycling (mean of 7.95), and Promote Healthy Lifestyles (mean of 7.84).

At the other end of the scale, there are 2 values that are rated relatively lower. These values are Support Tourism/Economy with Enhanced Mobility Options (mean of 6.04) and Mixed Residential/Commercial Within Walking Distance of Transit (mean of 5.98).

**Chart 1**  
**Important Community Values--Drive Alone**

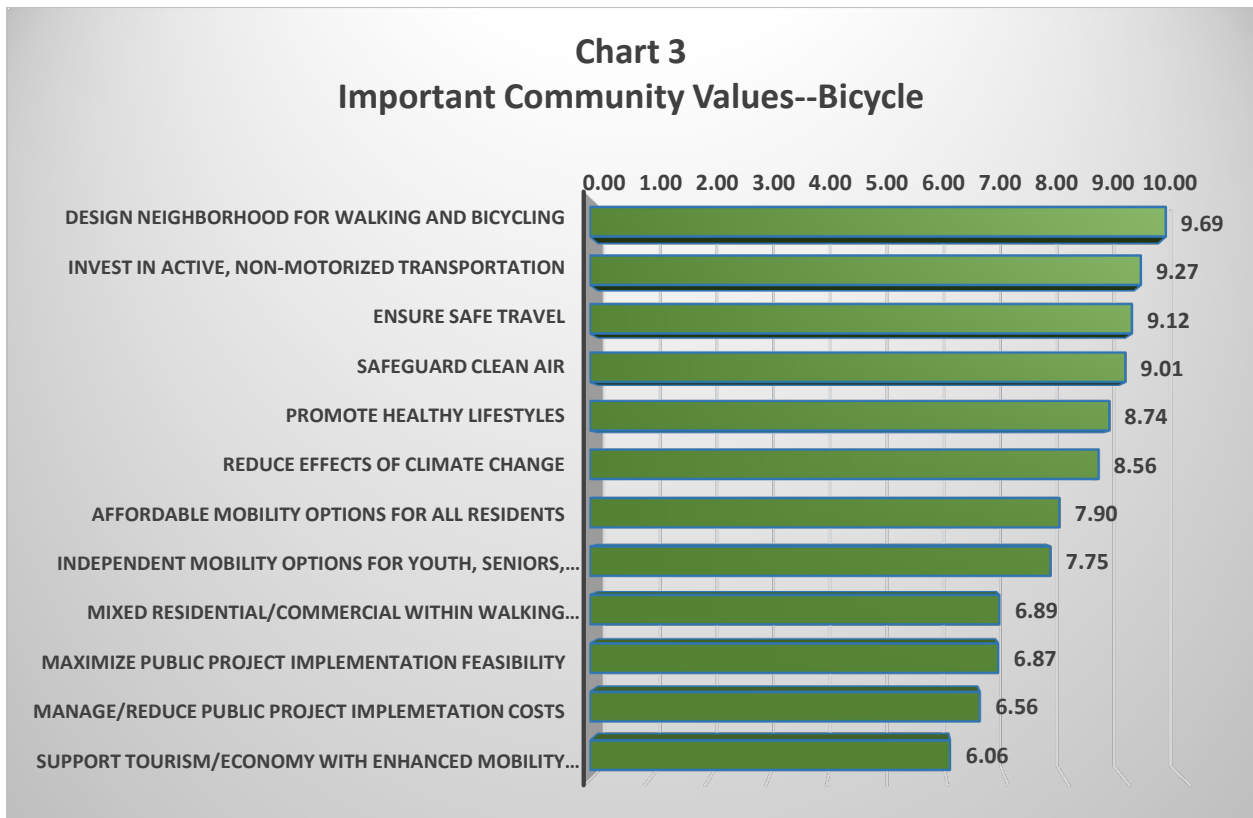


**Chart 2**  
**Important Community Values--Carpool**



**Chart 3** indicates the ratings of community values according to respondents who use a bicycle for their primary travel around Encinitas. The highest rated value is Designing Neighborhood for Walking and Bicycling (mean of 9.69). Following this highest priority are 3 values that are close in terms of ratings. They include Invest in Active, Non-Motorized Transportation (mean of 9.27), Ensure Safe Travel (mean of 9.12), and Safeguard Clean Air (mean of 9.01).

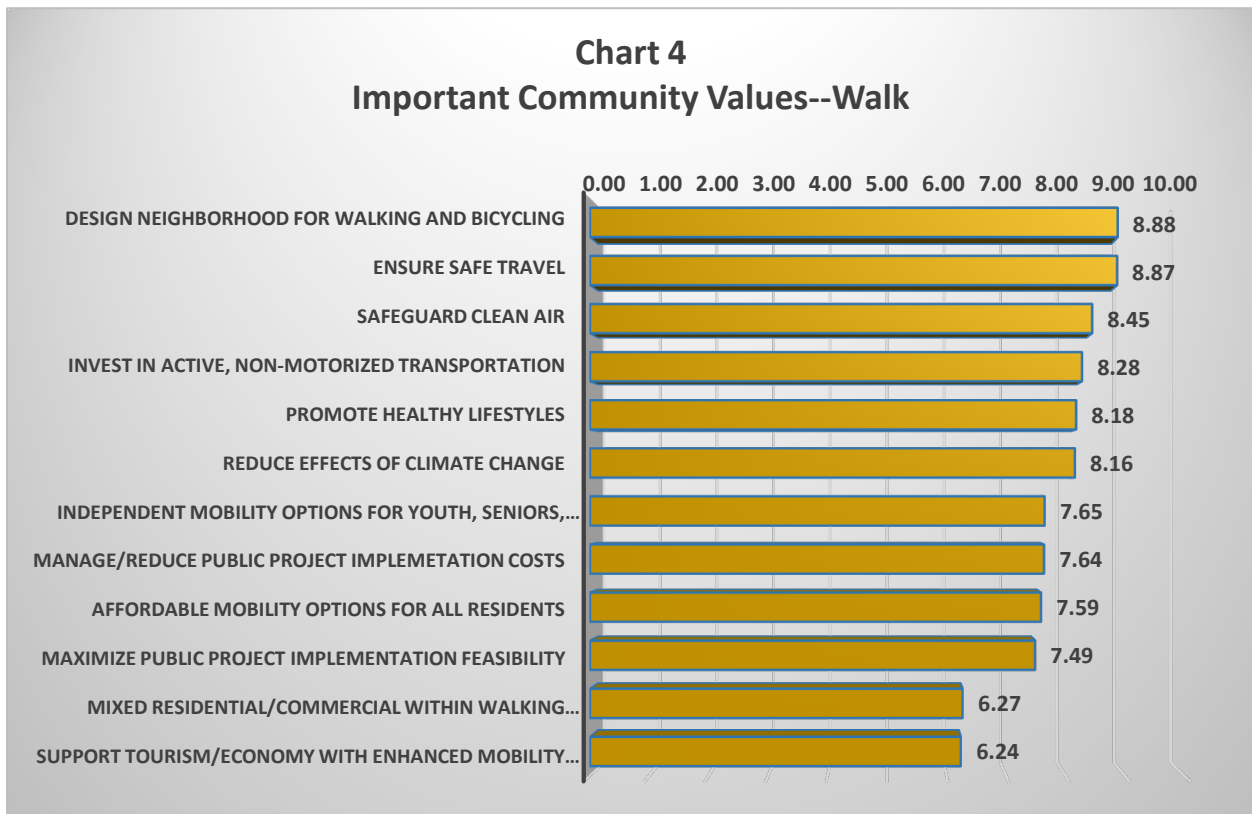
At the other end of the spectrum, there are 4 values that are lower but still above the midpoint rating. These values are as follows: Mixed Residential/Commercial within Walking Distance of Transit (mean of 6.89), Maximize Public Project Implementation Feasibility (mean of 6.87), Manage/Reduce Public Project Implementation Costs (mean of 6.56), and Support Tourism/Economy with Enhanced Mobility Options (mean of 6.06).





**Chart 4** depicts the ratings of community values according to respondents who walk around Encinitas as their primary mode of travel. There are 2 values that stand out as particularly high – Design Neighborhoods for Walking and Bicycling (mean of 8.88) and Ensure Safe Travel (mean of 8.87). Of secondary importance are Safeguard Clean Air (mean of 8.45) and Invest in Active, Non-Motorized Transportation (mean of 8.28).

At the bottom of the list, two values are rated lower in priority. These are Mixed Residential/Commercial within Walking Distance of Transit (mean of 6.27) and Support Tourism/Economy with Enhanced Mobility Options (mean of 6.24).



**Summary (Important Community Values by Primary Travel Mode)**

- Ensure Safe Travel is a very important value for respondents across all 4 modes of travel. It is ranked first by those who usually drive alone and by those who usually carpool.
- Safeguard Clean Air is also rated as quite important by the survey respondents. This value is ranked among the top 4 choices across all 4 modes.
- Design Neighborhoods for Walking and Bicycling is also given high priority by the survey respondents. Those, who primarily use a bicycle to travel around Encinitas and those who

primarily walk rated this value as their top priority. Carpool users and drive alone respondents rated Design Neighborhoods for Walking and Bicycling as their third and fourth choices, respectively.

- Support Tourism/With Enhanced Mobility Options is rated last by drive alone respondents, bicycle users, and walkers. It is ranked next to last by carpool users.
- Provide More Mixed Residential/Commercial within Walking Distance of Transit is also rated relatively low. Carpool users rate this value last while drive alone respondents and walkers rate it next to last.

### **Community Values by Residential Community**

**Chart 5, Chart 6, Chart 7, Chart 8, and Chart 9** show the ratings of how residents of the 5 communities in Encinitas feel about the relative importance of these same community values. Mean ratings are presented in descending order from the highest mean rating to the lowest. Full frequency distributions and ratings from 1 to 10 are included in the Appendix.

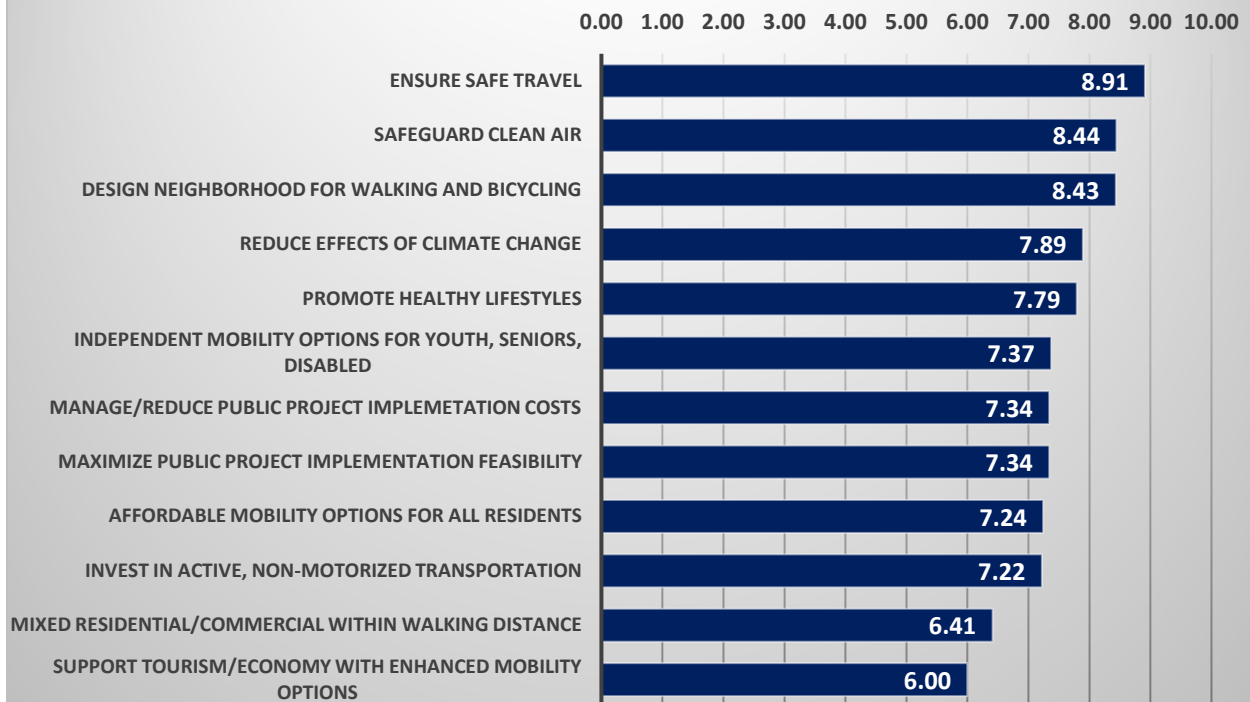
**Chart 5** shows the ratings of community values expressed by respondents who live in Old Encinitas. The highest rated value is Ensure Safe Travel (mean of 8.91) followed by Safeguard Clean Air (mean of 8.44) and Design Neighborhoods for Walking and Bicycling (mean of 8.43).

At the lower end, there are 2 values that stand out: Mixed Residential/Commercial within Walking Distance of Transit (mean of 6.41) and Support Tourism/Economy with Enhanced Mobility Options (mean of 6.00).

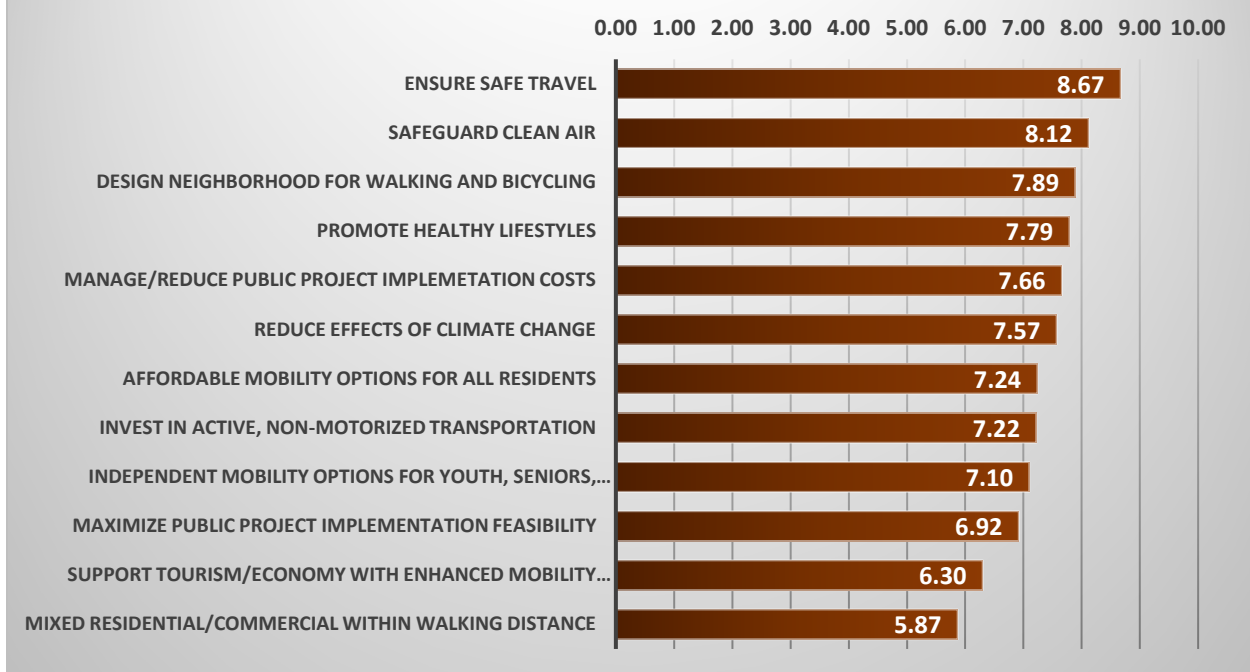
**Chart 6** depicts the ratings of community values by respondents who reside in New Encinitas. The 2 highest rated values parallel those in Old Encinitas. Specifically, these values are Ensure Safe Travel (mean of 8.67) and Safeguard Clean Air (mean of 8.12).

The 2 values at the lower end of the spectrum are the same values rated lower in Old Encinitas – Support Tourism/Economy with Enhanced Mobility Options (mean of 6.30) and Mixed Residential/Commercial within Walking Distance of Transit (mean of 5.87).

**Chart 5**  
**Important Community Values--Old Encinitas**

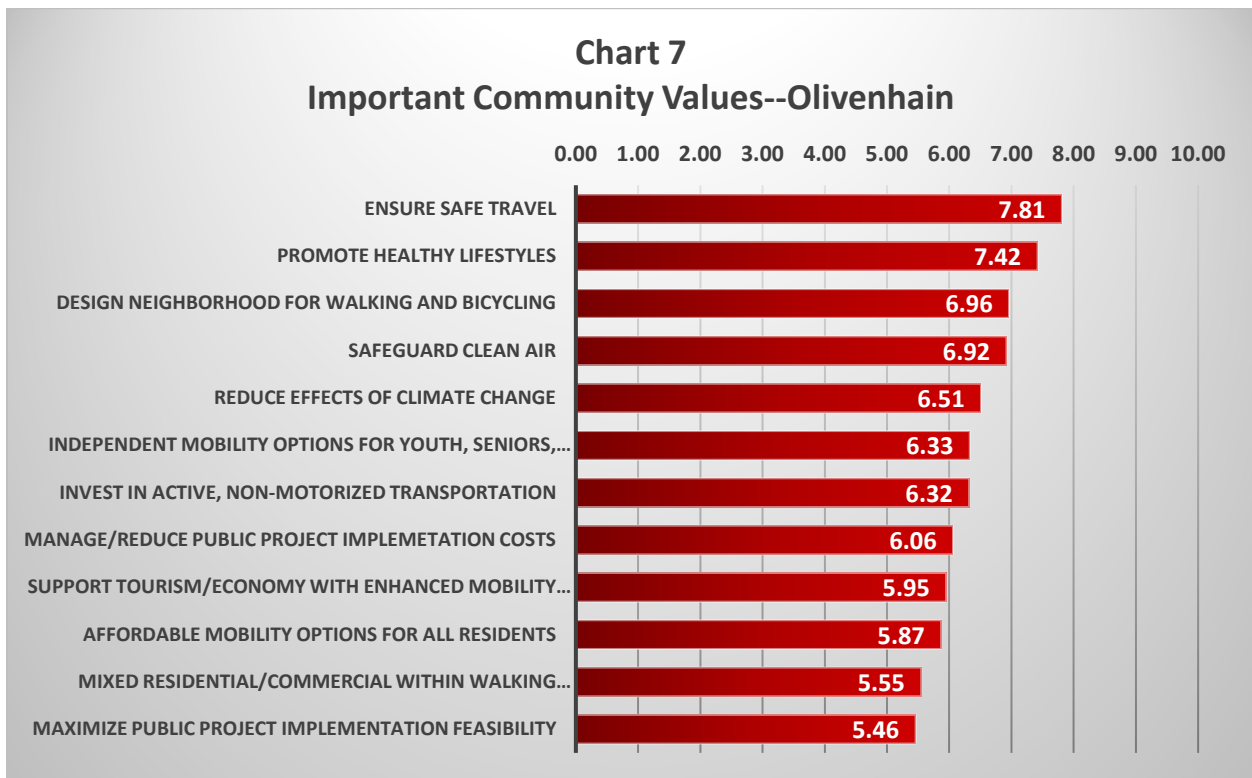


**Chart 6**  
**Important Community Values--New Encinitas**



**Chart 7** demonstrates the ratings of community values by respondents who reside in the community of Olivenhain. It can be readily noted that the ratings overall in Olivenhain are lower than in other communities. The highest rated value is Ensure Safe Travel (mean of 7.81) followed by Promote Healthy Lifestyles (mean of 7.42).

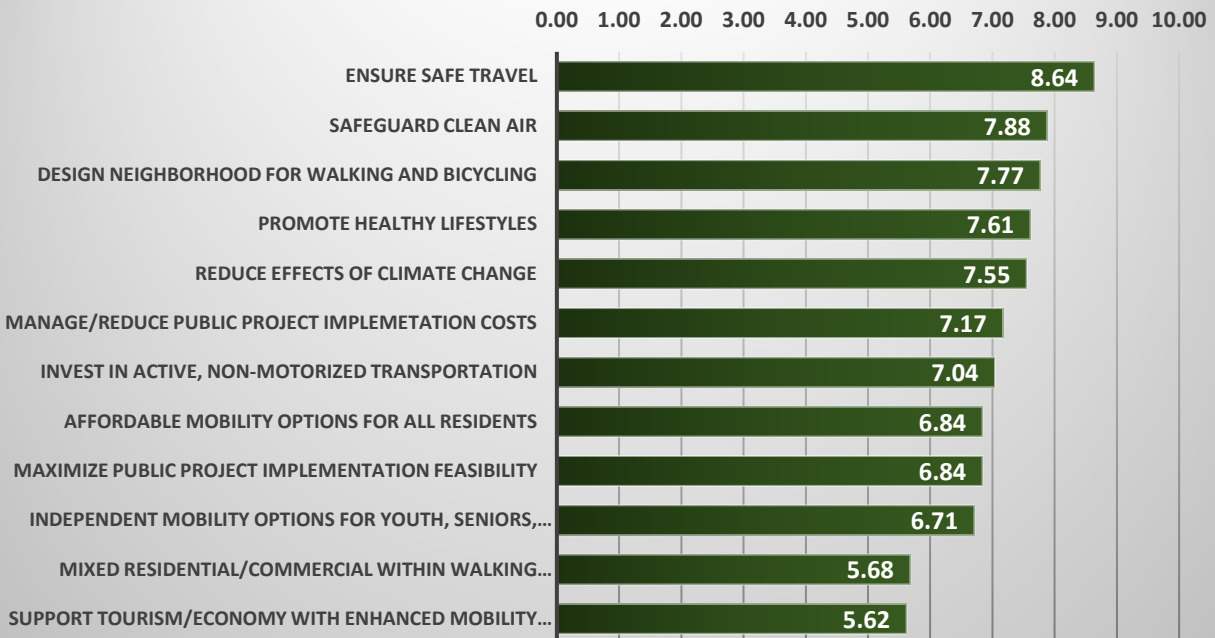
Olivenhain residents rated 2 values at the low end of their list – Mixed Residential/Commercial within Walking Distance of Transit (mean of 5.55) and Maximize Public Project Implementation Feasibility (mean of 5.46).



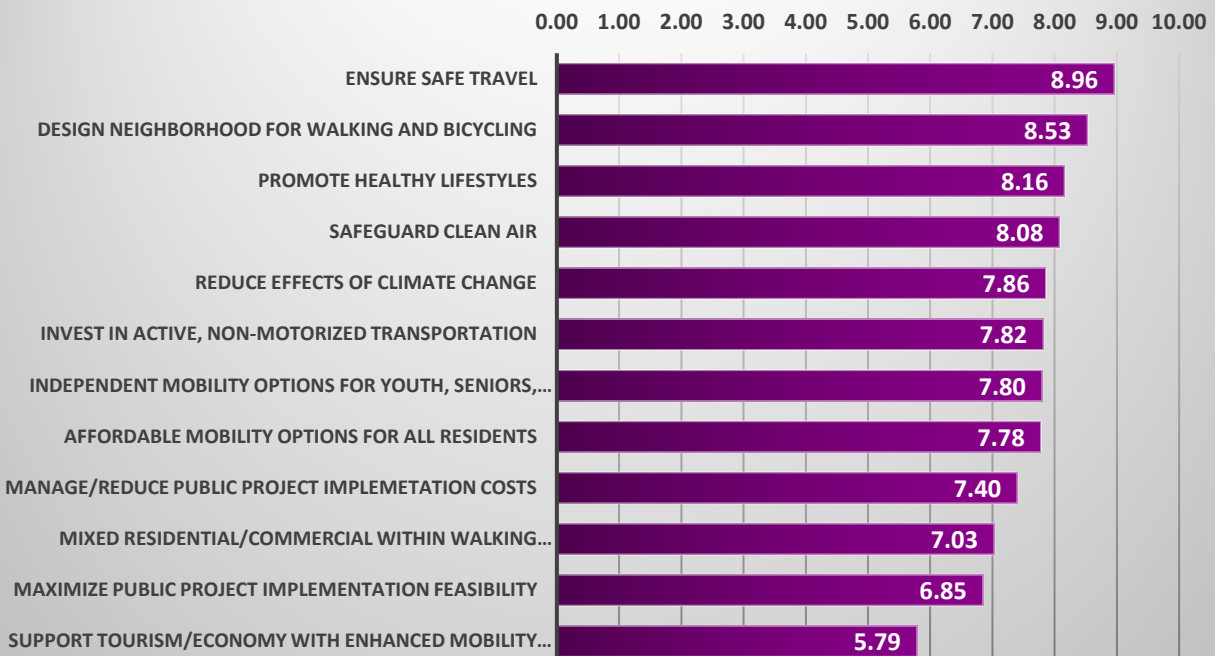
**Chart 8** shows the ratings of community values by respondents who live in the community of Leucadia. The value of Ensure Safe Travel (mean of 8.64) stands out at the top of the list. The two clear values at the lower end are Mixed Residential/Commercial within Walking Distance of Transit (mean of 5.68) and Support Tourism/Economy with Enhanced Mobility Options (mean of 5.62).

**Chart 9** demonstrates the ratings of community values by respondents who live in the community of Cardiff-by-the-Sea. The dominant value, again, is Ensure Safe Travel (mean of 8.96) followed by Design Neighborhoods for Walking and Bicycling (mean of 8.53). The lowest rated community value is Support Tourism/Economy with Enhanced Mobility Options (mean of 5.79).

**Chart 8**  
**Important Community Values--Leucadia**



**Chart 9**  
**Important Community Values--Cardiff**



## Summary (Important Community Values by Community of Residence)

- Ensure Safe Travel is the top priority in all 5 communities of Encinitas.
- Safeguard Clean Air is the second highest priority in Old Encinitas, New Encinitas, and Leucadia. It is the fourth highest priority in Olivenhain and in Cardiff-by-the-Sea.
- Design Neighborhood for Walking and Bicycling is among the top 3 priorities for all 5 communities.
- Support Tourism/Economy with Enhanced Mobility Options is rated last in Old Encinitas, Leucadia, and Cardiff by the Sea.
- Mixed Residential/Commercial within Walking Distance of Transit is either rated lowest or next to lowest in all 5 communities of Encinitas.

## Funding Priorities

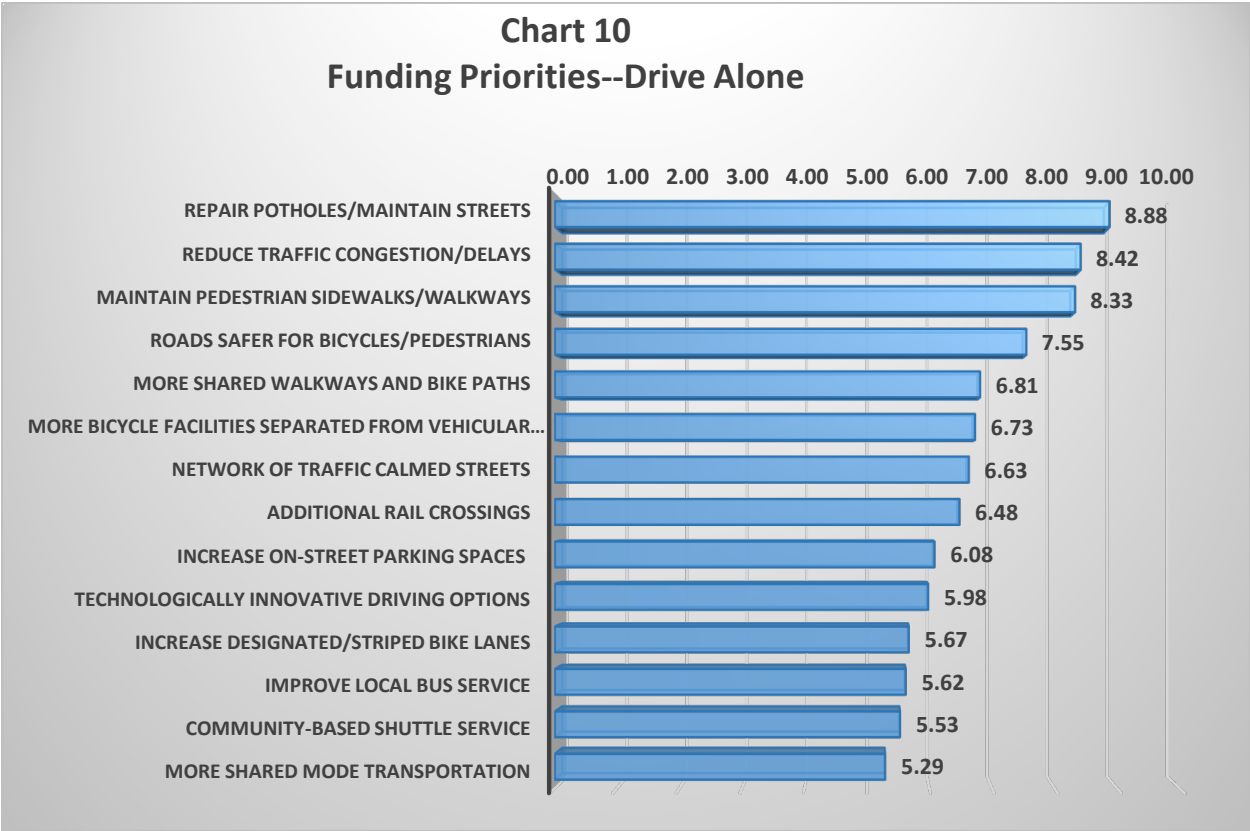
Respondents rated 14 funding priorities on a scale of 1 to 10, where 10 is considered very important to the respondent and 1 is considered not very important. In this section of the report, the relative importance of these funding priorities is analyzed according to two distinct characteristics – primary mode of travel and community of residence.

### Funding Priorities by Travel Mode

**Chart 10, Chart 11, Chart 12, and Chart 13** show the ratings of funding priorities (again on a 1-to-10 scale where 10 is considered very important to the respondent and 1 is considered not very important). These funding priorities are shown by the travel mode respondents primarily use to travel around Encinitas. Mean ratings are presented in descending order from the highest mean rating to the lowest.

**Chart 10** shows the ratings of funding priorities expressed by respondents who drive alone to get around Encinitas. Three funding priorities stand out as having the highest ratings. These are as follows: Repair Potholes/Maintain Streets (mean of 8.88), Reduce Traffic Congestion/Delays (mean of 8.42), and Maintain Pedestrian Sidewalks/Walkways (mean of 8.33).

Four funding priorities are rated lower, yet they are still above the midpoint rating of 5. These funding priorities include Increase Designated/Striped Bike Lanes (mean of 5.67), Improve Local Bus Service (mean of 5.52), Community-Based Shuttle Service (mean of 5.53), and More Shared Mode Transportation (mean of 5.29).

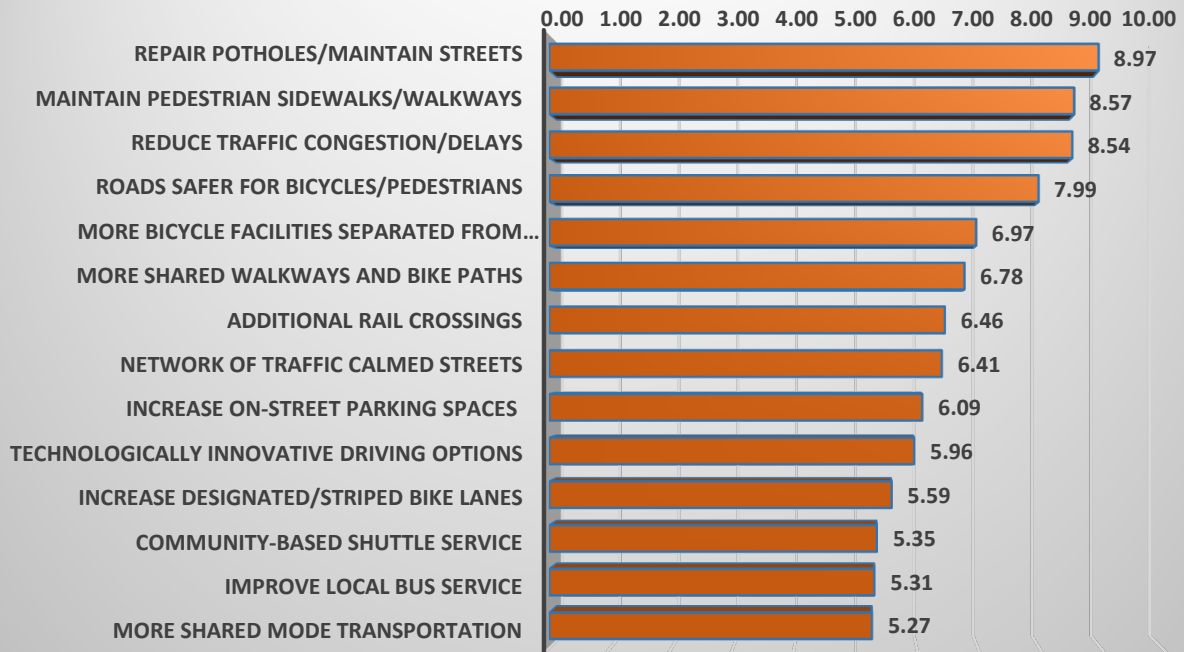


**Chart 11** shows the ratings of funding priorities expressed by respondents who use a carpool to travel around Encinitas. Three funding priorities are particularly high in importance including Repair Potholes/Maintain Streets (mean of 8.97), Maintain Pedestrian Sidewalks/Walkways (mean of 8.57), and Reduce Traffic Congestion/Delays (mean of 8.54).

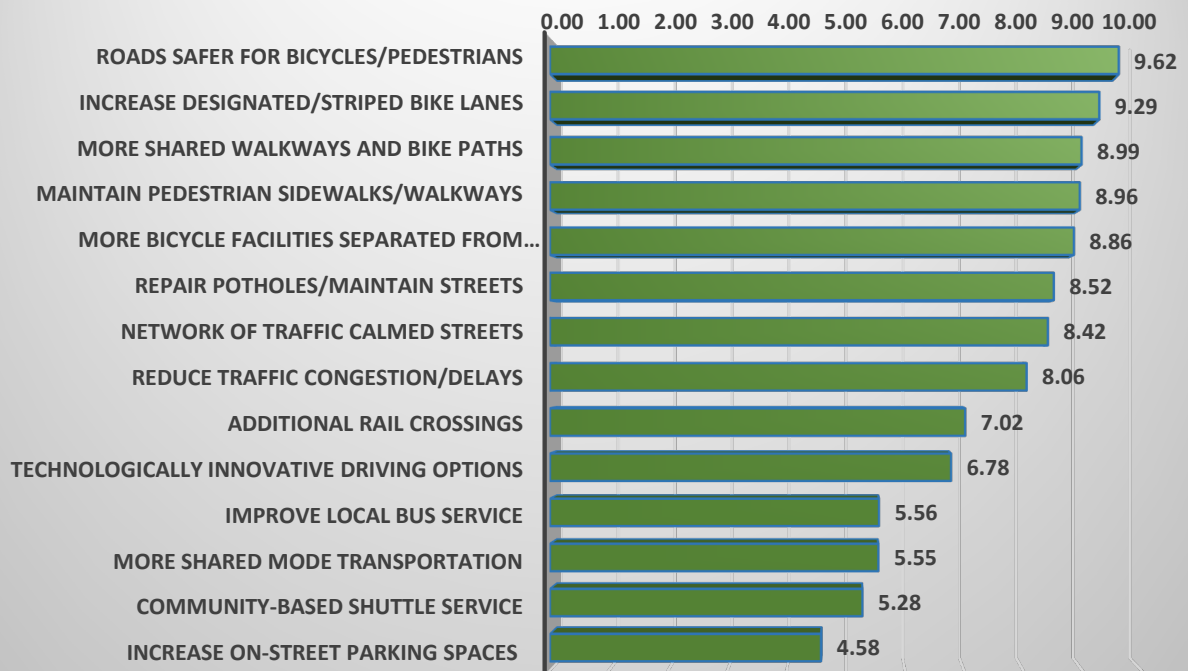
There are three funding priorities that are accorded relatively low ratings by the carpool respondents. These funding priorities are as follows: Community-Based Shuttle Service (mean 5.35), Improve Local Bus Service (mean of 5.31), and More Shared Mode Transportation Options (mean of 5.27).

**Chart 12** indicates the ratings of funding priorities based upon respondents who use a bicycle for their primary travel mode around Encinitas. Bicycle riders appear to find these funding priorities to be more important than users of the other three modes. The highest rated priority is Roads Safer for Bicycles/Pedestrians (mean of 9.62). Following this highest priority are 4 funding priorities that follow closely in terms of ratings. They include increase Designated/Striped Bike Lanes (mean of 9.29), More Shared Walkways and Bike Paths (mean of 8.99), Maintain Pedestrian Sidewalks/Walkways (mean of 8.96), and More Bicycle Facilities Separated from Vehicular Traffic (mean of 8.86).

**Chart 11**  
**Funding Priorities--Carpool**



**Chart 12**  
**Funding Priorities--Bicycle**

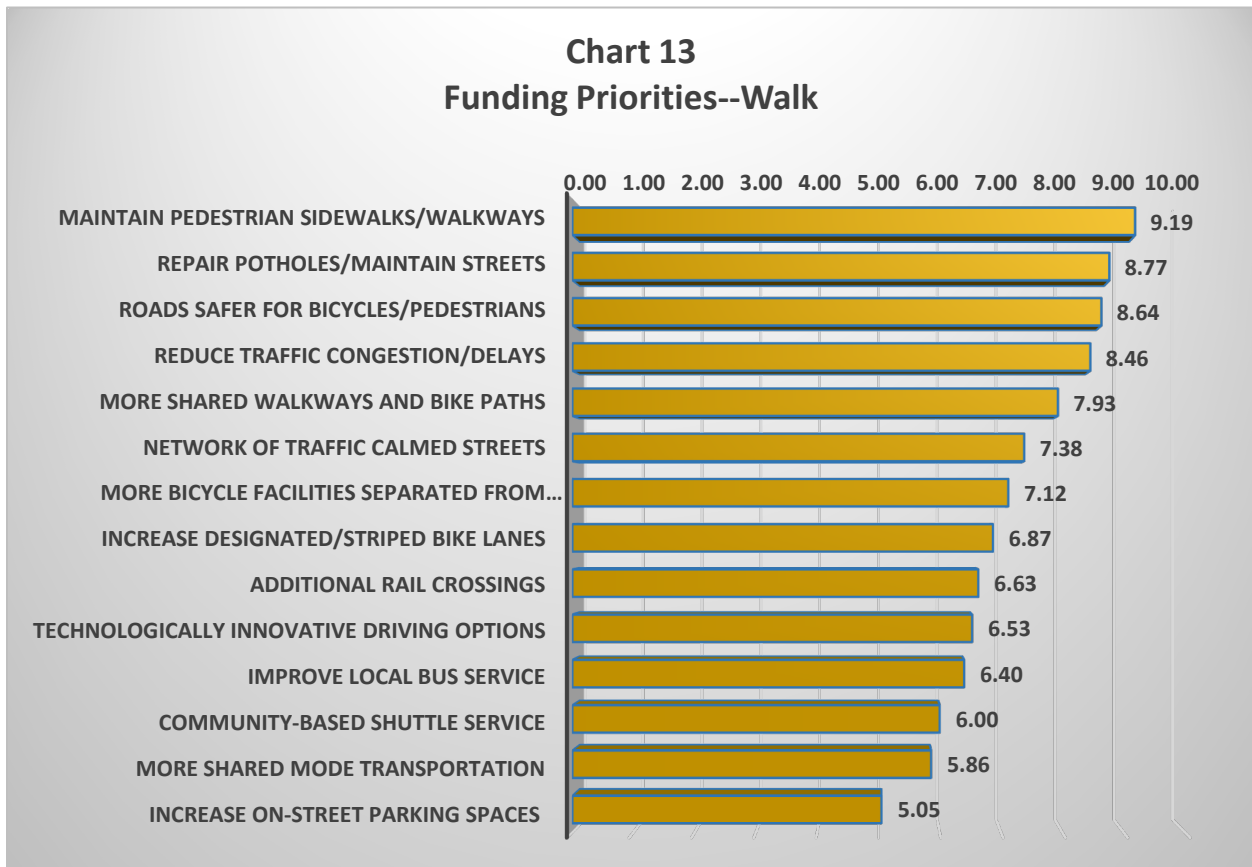




**Chart 12** also depicts four funding priorities that are rated somewhat lower by bicycle users and include the following: Improve Local Bus Service (mean of 5.56), More Shared Mode Transportation Options (mean of 5.55), Community-Based Shuttle Service (mean of 5.28), and Increase On-Street Parking Spaces (mean of 4.58). This last funding priority falls slightly in the lower half of mean values on the scale of 1 to 10.

**Chart 13** shows the ratings of funding priorities based upon responses from those who walk for their primary travel around Encinitas. These respondents rate Maintain Pedestrian Sidewalks/Walkways as the highest priority (mean of 9.19). This priority is closely followed by three other relatively high priorities that include Repair Potholes/Maintain Streets (mean of 8.77), Roads Safer for Bicycles/Pedestrians (mean of 8.64) and Reduce Traffic Congestion/Delays (mean of 8.46).

There are three funding priorities that are rated lower by the respondents who largely walk for their travel needs. These are Community-Based Shuttle Service (mean of 6.00), More Shared Mode Transportation Options (mean of 5.86), and Increase On-Street Parking Spaces (mean of 5.05).



## Summary (Funding Priority by Primary Travel Mode)

- Repair Potholes/Maintain Streets and Roads stand out as the highest priority for those who drive alone and for carpool users. This funding priority is ranked second among walkers but is not as highly rated among bicyclists, but still highly rated in absolute terms.
- Maintain Pedestrians Sidewalks/Walkways and Make Roads Safer for Bicyclists/Pedestrians are both rated among the top 4 funding priorities across all 4 primary modes.
- More Shared Mode Transportation Options is the last priority for those who drive alone and for those who use carpools. It is second to last for those who primarily walk. Community-Based Shuttle Service also receives low ratings among all 4 modes. Increase On-Street Parking Spaces receives the lowest rating for people who walk or bicycle.

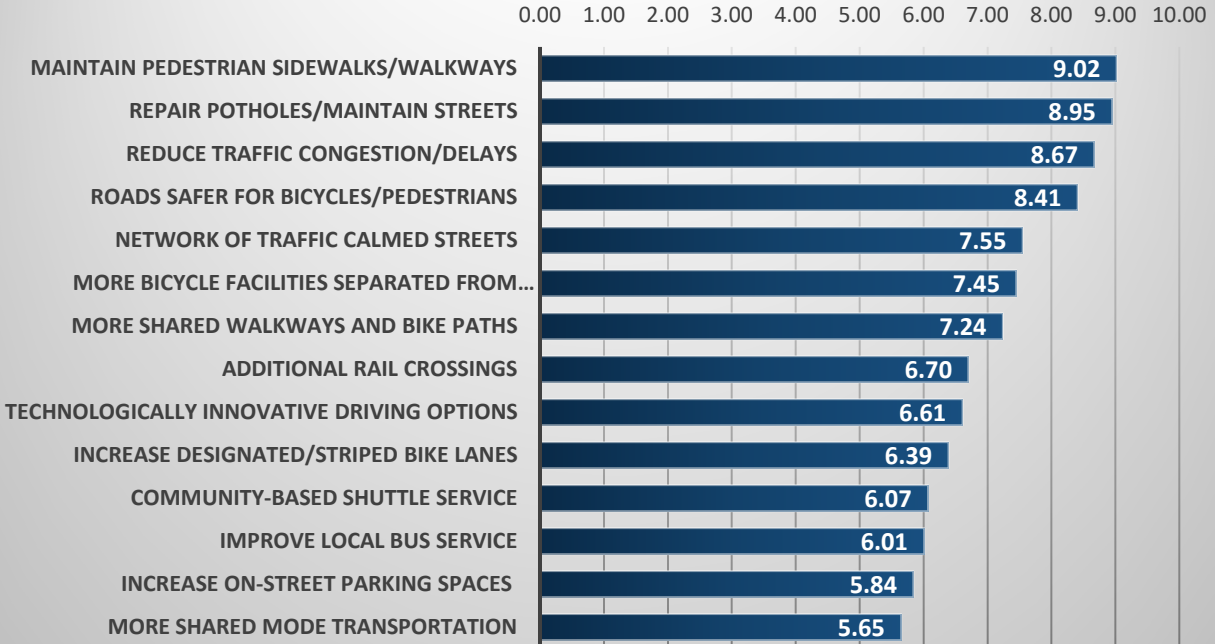
## Funding Priorities by Community of Residence

**Chart 14, Chart 15, Chart 16, Chart 17, and Chart 18** show the ratings of funding priorities according to community of residence. Mean ratings are presented in descending order from the highest mean rating to the lowest. Full frequency distributions and ratings from 1 to 10 are included in the separate Statistical Appendix.

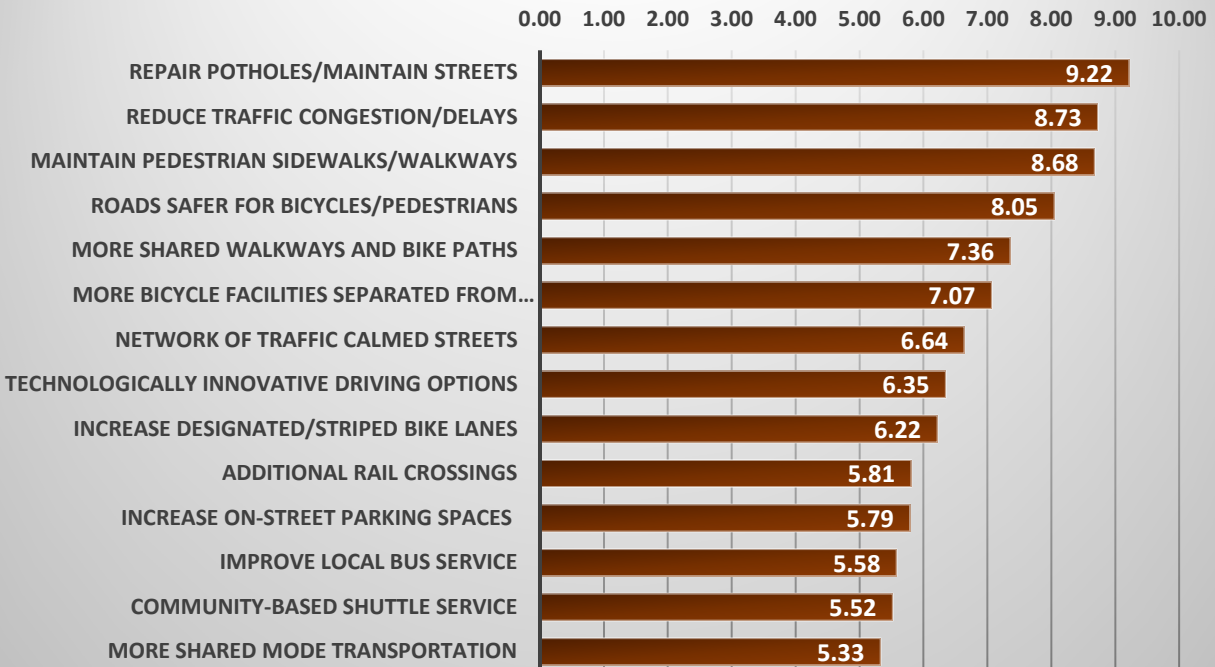
**Chart 14** shows the ratings of funding priorities based upon responses from those who reside in the community of Old Encinitas. The highest funding priority is Maintain Pedestrian Sidewalks/Walkways (mean of 9.02), closely followed by Repair Potholes/Maintain Streets (mean of 8.95). At the bottom of the list of priorities are the following priorities: Increase On-Street Parking Spaces (mean of 5.84) and More Shared Mode Transportation Options (mean of 5.65).

**Chart 15** depicts the rating of funding priorities according to those who live in the community of New Encinitas. The clear top-rated choice is Repair Potholes/Maintain Streets (mean of 9.22). There are 3 funding priorities that are rated relatively low – Improve Local Bus Service (mean of 5.58), Community-Based Shuttle Service (mean of 5.52), and More Shared Mode Transportation Options (mean of 5.33).

**Chart 14**  
**Funding Priorities--Old Encinitas**

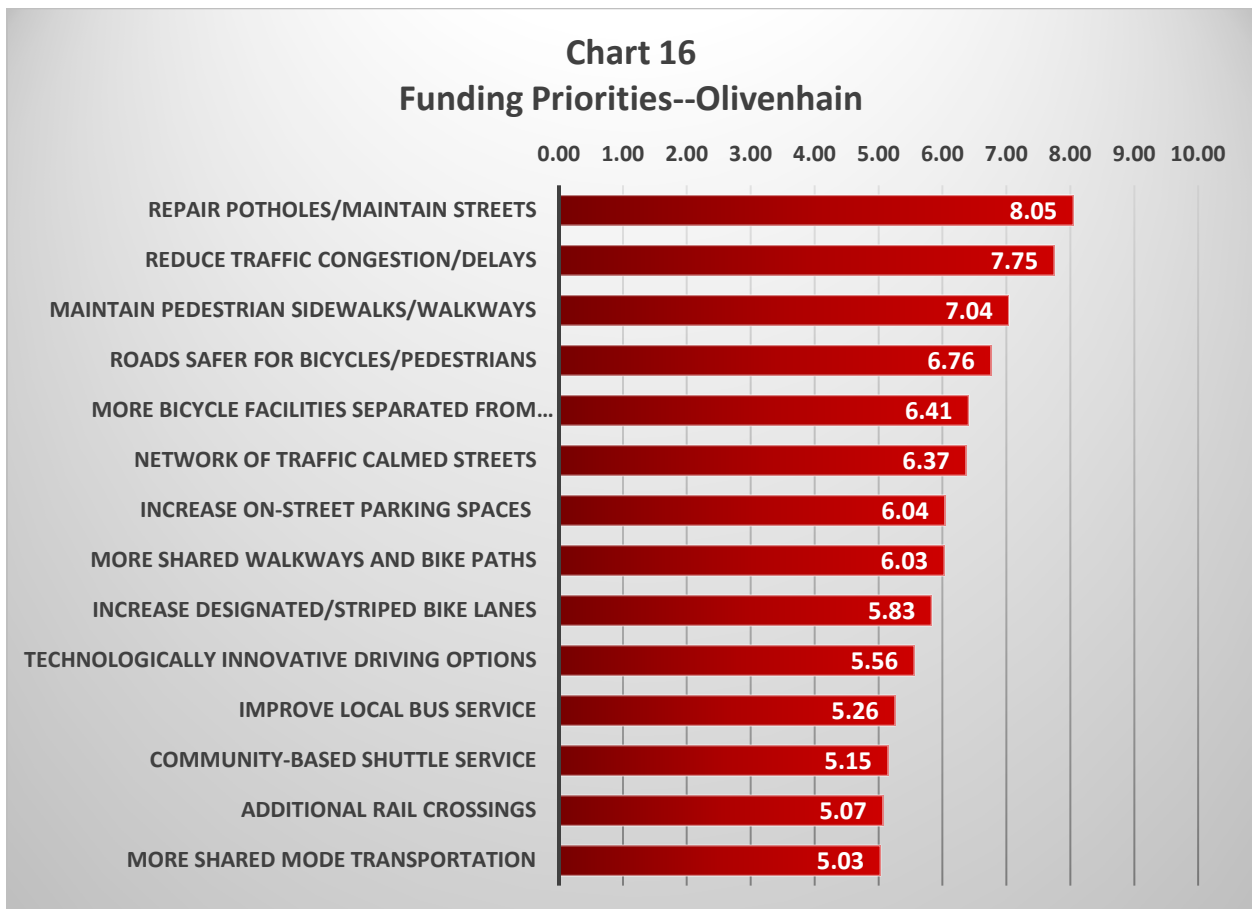


**Chart 15**  
**Funding Priorities--New Encinitas**

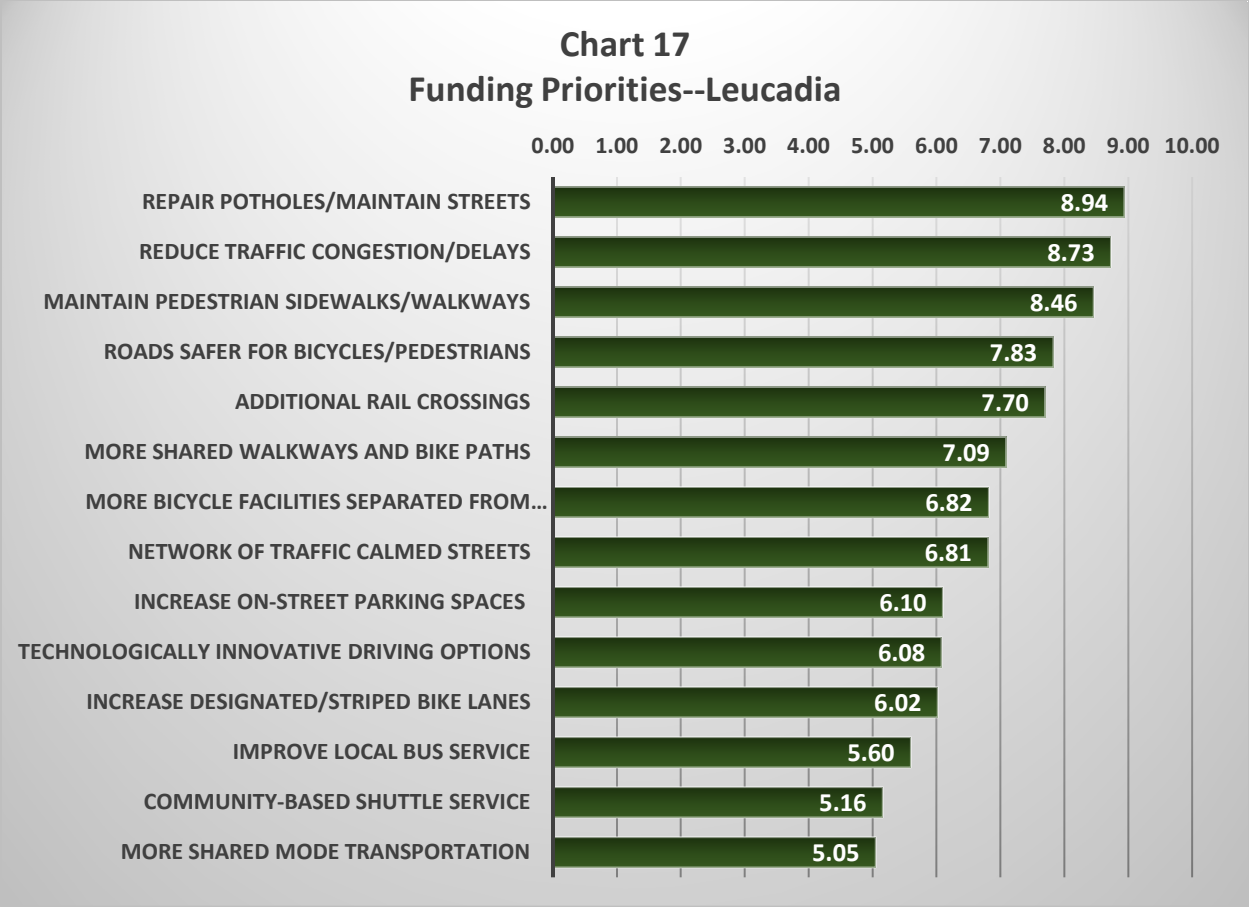


**Chart 16** demonstrates the rating of funding priorities according to those who live in the community of Olivenhain. Like the funding priorities by mode, Olivenhain has lower overall ratings than the other communities. At the upper end, there are two top ratings: Repair Potholes/Maintain Streets (mean of 8.05) and Reduce Traffic Congestion/Delays (mean of 7.75).

As indicated at the other end of the spectrum for **Chart 16**, residents of Olivenhain rate 3 funding priorities lower as follows: Community-Based Shuttle Service (mean of 5.15), Additional Rail Crossings (mean of 5.07), and More Shared Mode Transportation Options (mean of 5.03).



**Chart 17** shows the rating of funding priorities according to residents of Leucadia. There are 2 top priorities--Repair Potholes/Maintain Streets (mean of 8.94) and Reduce Traffic Congestion/Delays (mean of 8.73). There are also 2 funding priorities that are rated lower by residents of Leucadia as follows: Community-Based Shuttle Service (mean of 5.16) and More Shared Mode Transportation Options (mean of 5.05).

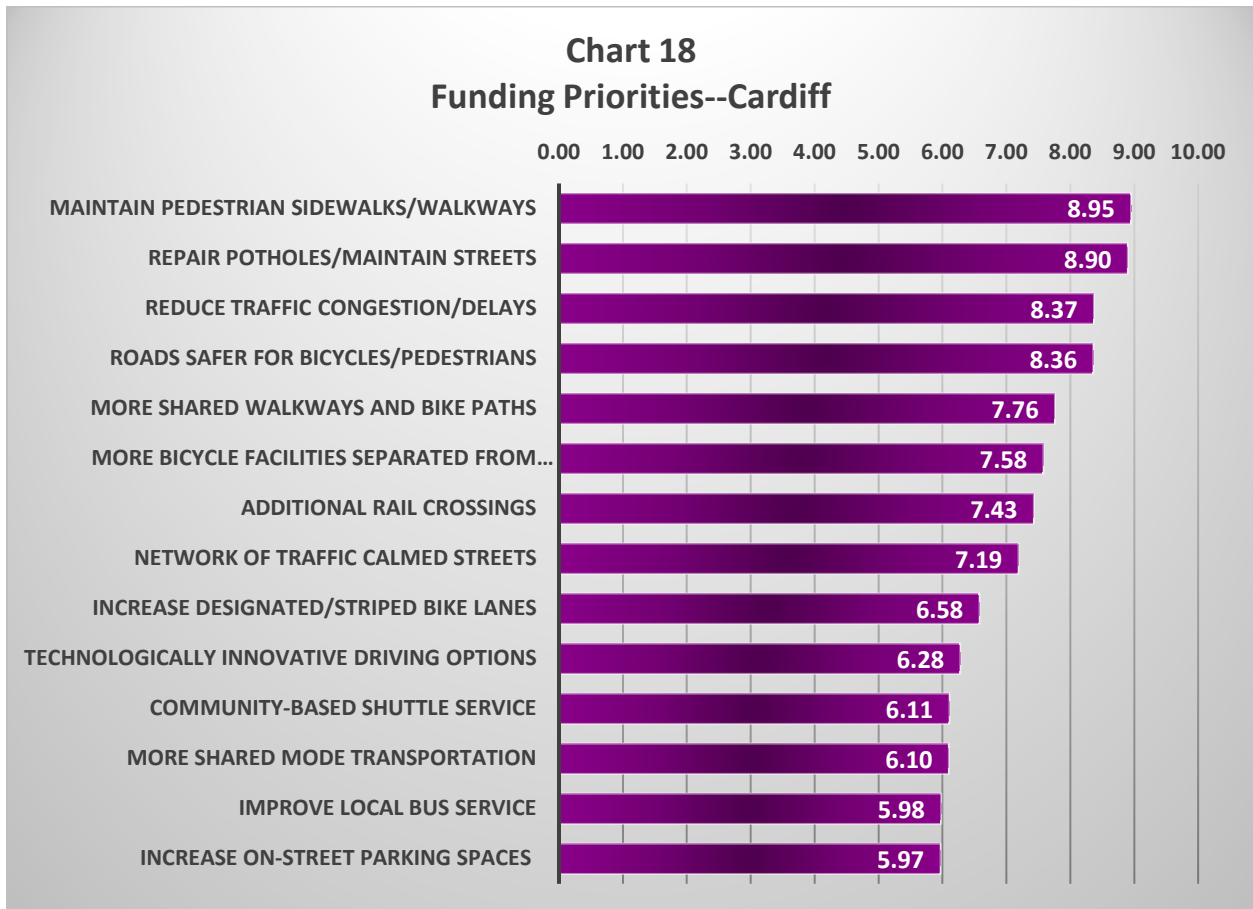


**Chart 18** demonstrates the ratings of funding priorities for residents of Cardiff-by-the-Sea. There are 2 top priorities: Maintain Pedestrian Sidewalks/Walkways (mean of 8.95) followed by Repair Potholes/Maintain Streets (mean of 8.90). Two funding priorities are rated lower by Cardiff respondents. These include Improve Local Bus Service (mean of 5.98) and Increase On-Street Parking Spaces (mean of 5.97).

**Summary (Funding Priorities by Community of Residence)**

- Maintain Pedestrian Sidewalks/Walkways is rated the top priority by residents of Old Encinitas, and it is rated among the top 3 priorities in the other communities.
- Repair Potholes/Maintain Streets is the top priority in New Encinitas, Olivenhain, and Leucadia. It is rated second in Old Encinitas and Cardiff-by-the-Sea.
- Reduce Traffic Congestion/Delays is ranked among the top 3 priorities across all 5 communities.
- More Shared Mode Transportation Options is rated as the last priority in all communities except Cardiff-by-the-Sea, where it is ranked third to last.

- Community-Based Shuttle Service and Improve Local Bus Service are among the last 4 priorities across all communities.



### Bicycle and Walking Infrastructure Priorities

All survey respondents were asked how the City of Encinitas should prioritize the building of pedestrian and bicycle infrastructure projects. Respondents were presented with 7 distinct types of infrastructure priorities. Respondents indicated their top 3 infrastructure priorities where 1 is the priority most important to them followed in order by numbers 2 and 3. In this section of the report, the relative importance of these infrastructure priorities is analyzed according to two distinct characteristics – mode of travel and community of residence.

These seven types of infrastructure priorities are as follows:

- Gap Closure: Prioritizes projects that fill a missing segment in the pedestrian or bicycle network.
- Location such as proximity to schools, jobs & attractions: Prioritizes projects that are near these types of land uses.

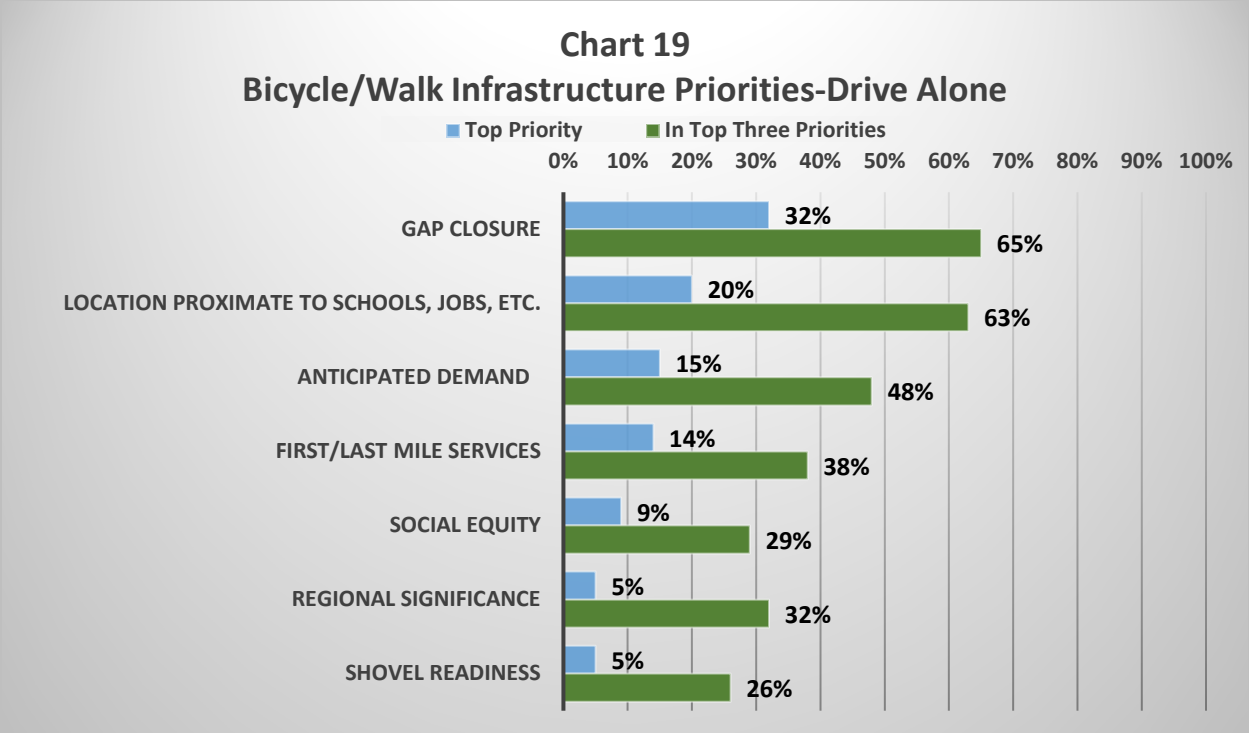
- **First/Last Mile Services:** Prioritizes projects that focus on ways to get people to and from transit on either end of their trip.
- **Regional Significance:** Prioritizes projects that are part of a regional plan and provide regional connectivity.
- **Social Equity:** Prioritizes benefits to people of all ages, abilities, and racial/ethnic backgrounds.
- **Shovel-Readiness:** Prioritizes projects for which plans and designs have already been completed.
- **Anticipated Demand:** Prioritizes projects where projections indicate future demand for bicycle and pedestrian paths and trails will be high.

### **Infrastructure Priorities by Travel Mode**

**Chart 19, Chart 20, Chart 21, and Chart 22** show how respondents rated the relative importance of seven distinct types of infrastructure priorities. Each chart represents those respondents according to the travel mode they primarily use to travel around Encinitas

**Chart 19** indicates the project priorities espoused by respondents who drive alone in their car to travel around Encinitas. The clear top priority for these respondents is Gap Closure (projects that fill a missing segment in the pedestrian or bicycle network) where nearly one-third (32 percent) rate it as their top priority and 65 percent mention it among their top three priorities. The second highest priority among those who primarily drive alone in their car is a Location near schools, jobs, and attractions (20 percent – top priority and over three-fifths (63 percent) mentioned in their top 3 priorities).

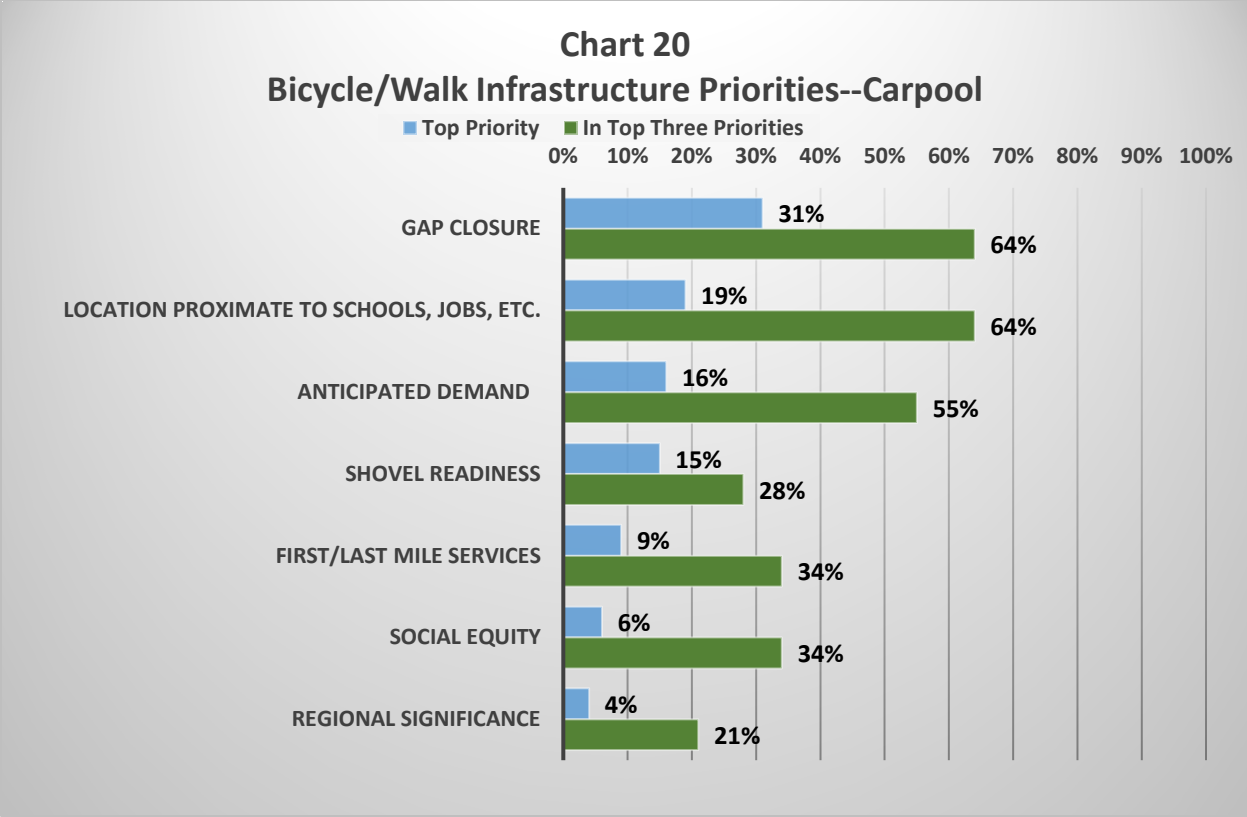
Two priorities are rated lower in priority by respondents who drive alone. These priorities include those with Regional Significance (projects that are part of a regional plan and provide regional connectivity) and projects having Shovel Readiness (project plans and designs that have already been completed) – both priority types received a top rating by only 5 percent of drive alone respondents.



**Chart 20** indicates the project priorities shown by respondents who use carpools for their travel needs in Encinitas. More than 3 in 10 (31 percent) carpool users rate Gap Closure as their top priority and 64 percent mention it among their top three priorities. The second highest priority among those who primarily use carpools to travel locally is the Location of the project near schools, jobs, and attractions (19 percent – top priority and 64 percent mentioned in their top 3 priorities). These priorities are quite like those espoused by drive alone respondents.

At the bottom of the scale, there are two priorities that are rated lower by carpool respondents. These priorities include Social Equity (projects that prioritize benefits to people of all ages, abilities, and racial/ethnic backgrounds) and Regional Significance. In each of these types of priorities, only 6 percent and 4 percent respectively of carpool users rated them as a top priority.



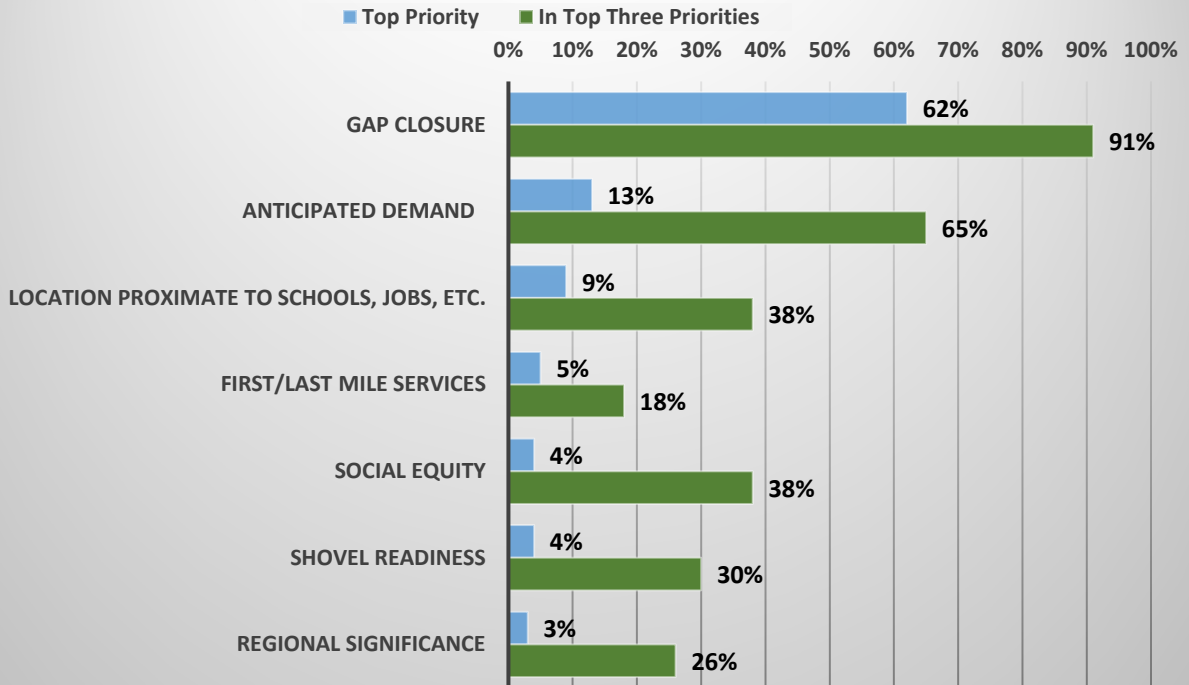


**Chart 21** demonstrates the project priorities espoused by those who largely use bicycles to travel around Encinitas. More than 3 in 5 (62 percent) bicycle users rate Gap Closure as their top priority. Over 9 in 10 (91 percent) bicycle users identified Gap Closure among their top 3 priorities. A distant second choice among bicycle users are projects showing Anticipated Demand (projects prioritized according to projections that indicate future demand for bicycle and pedestrian paths and trails will be high). Just over 1 in 10 (13 percent) of bicycle users rated this type of priority as their top priority, although 65 percent rated it in their top 3 priorities.

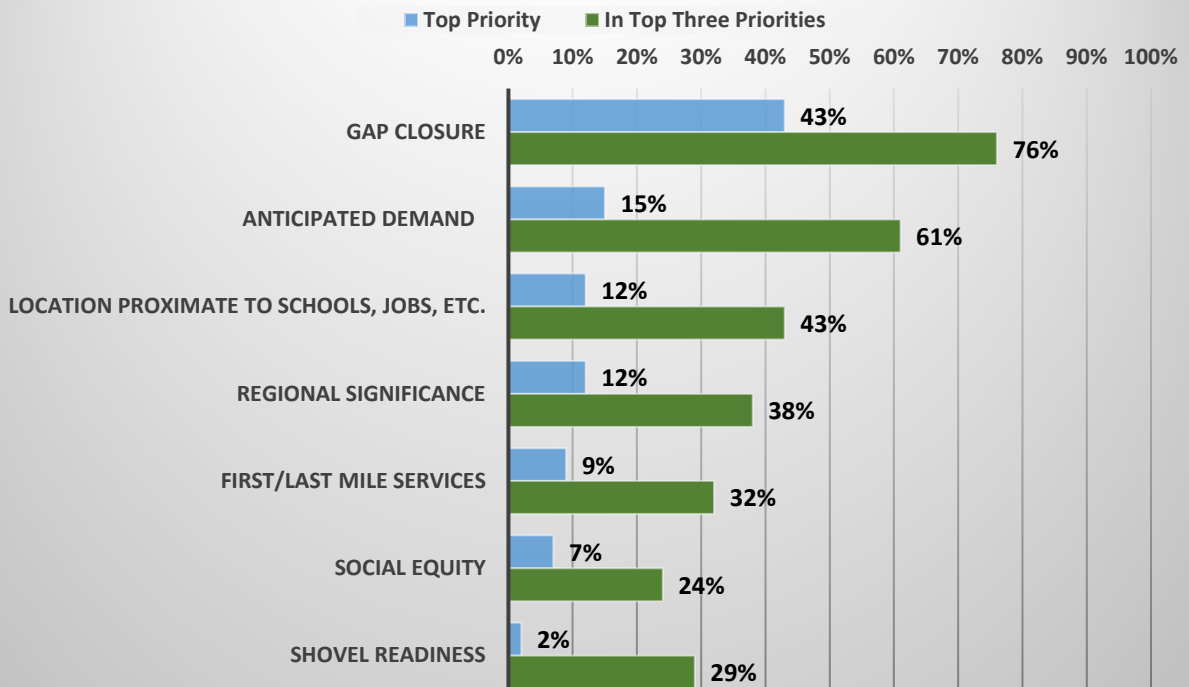
Other types of infrastructure priorities were rated much lower by bicycle users. For example, Regional Significance was rated number 1 by only 3 percent of bicycle users. Further, Shovel Readiness and Social Equity each received a top priority by only 4 percent of the bicycle users.

**Chart 22** depicts the project priorities put forth by those who largely walk to travel around Encinitas. Over two in five respondents (43 percent) rate Gap Closure as their top priority with over three fourths (76 percent) selecting this type of priority among their top 3 priorities. There is a significant drop in priority ratings for the other criteria. At the extreme on the low end, only 2 percent of walkers rate Shovel Readiness as a top priority.

**Chart 21**  
**Bicycle/Walk Infrastructure Priorities--Bicycle**



**Chart 22**  
**Bicycle/Walk Infrastructure Priorities--Walk**



## Summary (Infrastructure Priorities by Travel Mode)

- Gap Closure is the top bicycle/pedestrian infrastructure priority for all respondents no matter their primary mode of travel.
- Location of projects in proximity to schools, jobs, etc. and Anticipated Demand are in the top 3 rankings across all 4 modes.
- Shovel Readiness is the last ranked infrastructure priority among those respondents who drive alone and walk. Bicyclists rank Shovel Readiness higher than do the other three modes
- Regional Significance is last in ranking as a top priority among those respondents who primarily carpool or bicycle around Encinitas. Only walkers rank Shovel Readiness above the bottom two.
- Social Equity is in the bottom 3 rankings across all 4 modes.

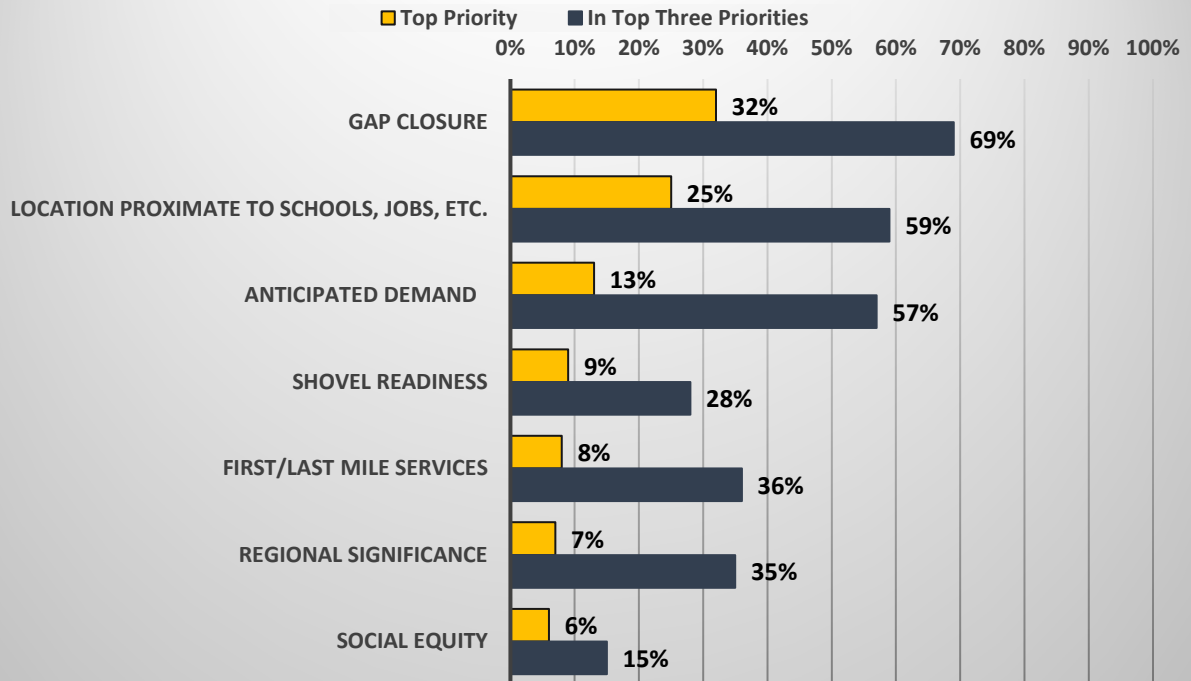
## Infrastructure Priorities by Community of Residence

**Chart 23, Chart 24, Chart 25, Chart 26, and Chart 27** show how respondents rate the relative importance of the same seven types of infrastructure priorities. Each chart represents those respondents who reside in one of the 5 communities of Encinitas.

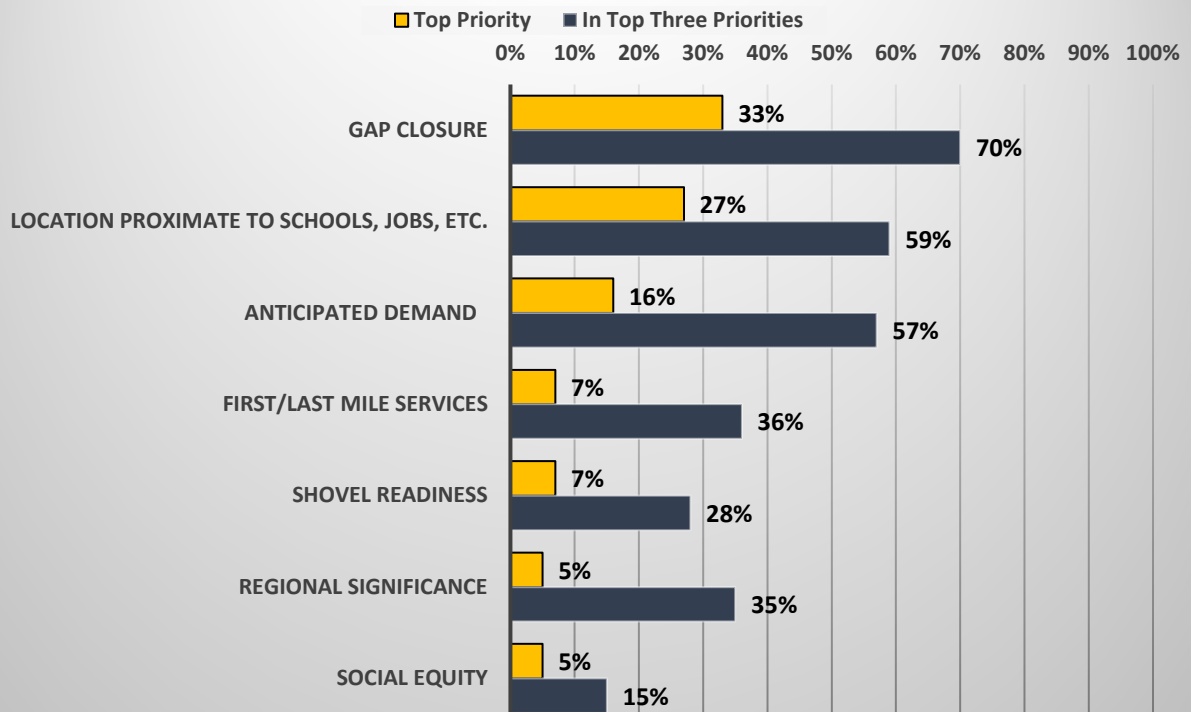
**Chart 23** shows that approximately one-third (32 percent) of respondents in Old Encinitas rate GAP Closure as their top priority with nearly 7 in 10 respondents (69 percent) rating it among their top 3 choices. This second highest rated infrastructure priority is a Location near schools, jobs, and attractions (25 percent top priority and 59 percent in their top 3 priorities). Social Equity is at the bottom of the priority list, where only 6 percent rated it as their top priority and 15 percent placed it among their their top 3 priorities.

**Chart 24** depicts the funding priorities of those who live in the community of New Encinitas. As found in Old Encinitas, Gap Closure is rated as the top priority by residents of New Encinitas as well. Specifically, one-third (33 percent) of New Encinitas respondents rate Gap Closure as their top priority with 7 in 10 (70 percent) placing it among their top 3 priorities. Like the situation in Old Encinitas, respondents in New Encinitas rated Social Equity at the bottom of their list (only 5 percent rating it as their top priority with 15 percent identifying it among their top 3 priorities) with another 5 percent rating Regional Significance as their top priority.

**Chart 23**  
**Bicycle/Walk Infrastructure Priorities--Old Encinitas**

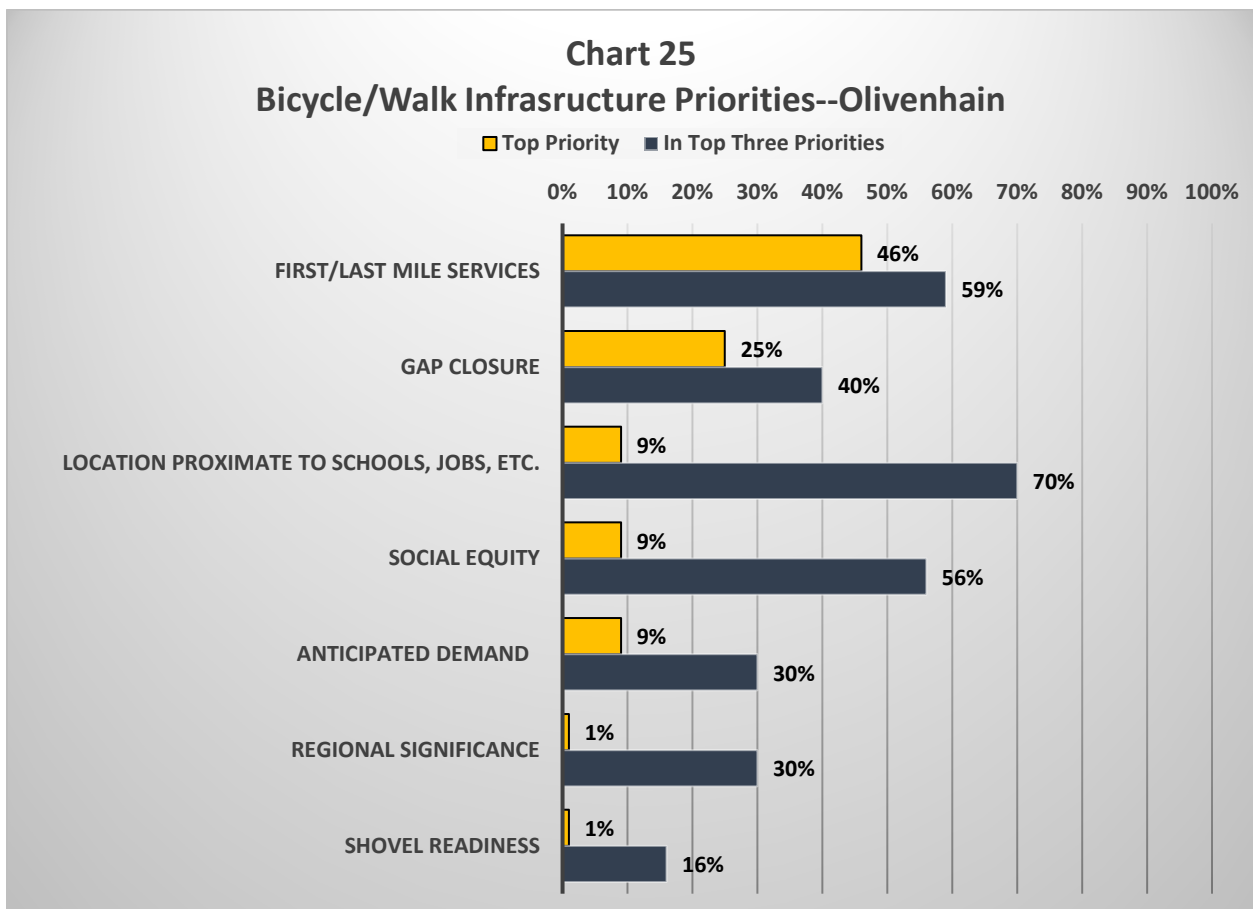


**Chart 24**  
**Bicycle/Walk Infrastructure Priorities--New Encinitas**

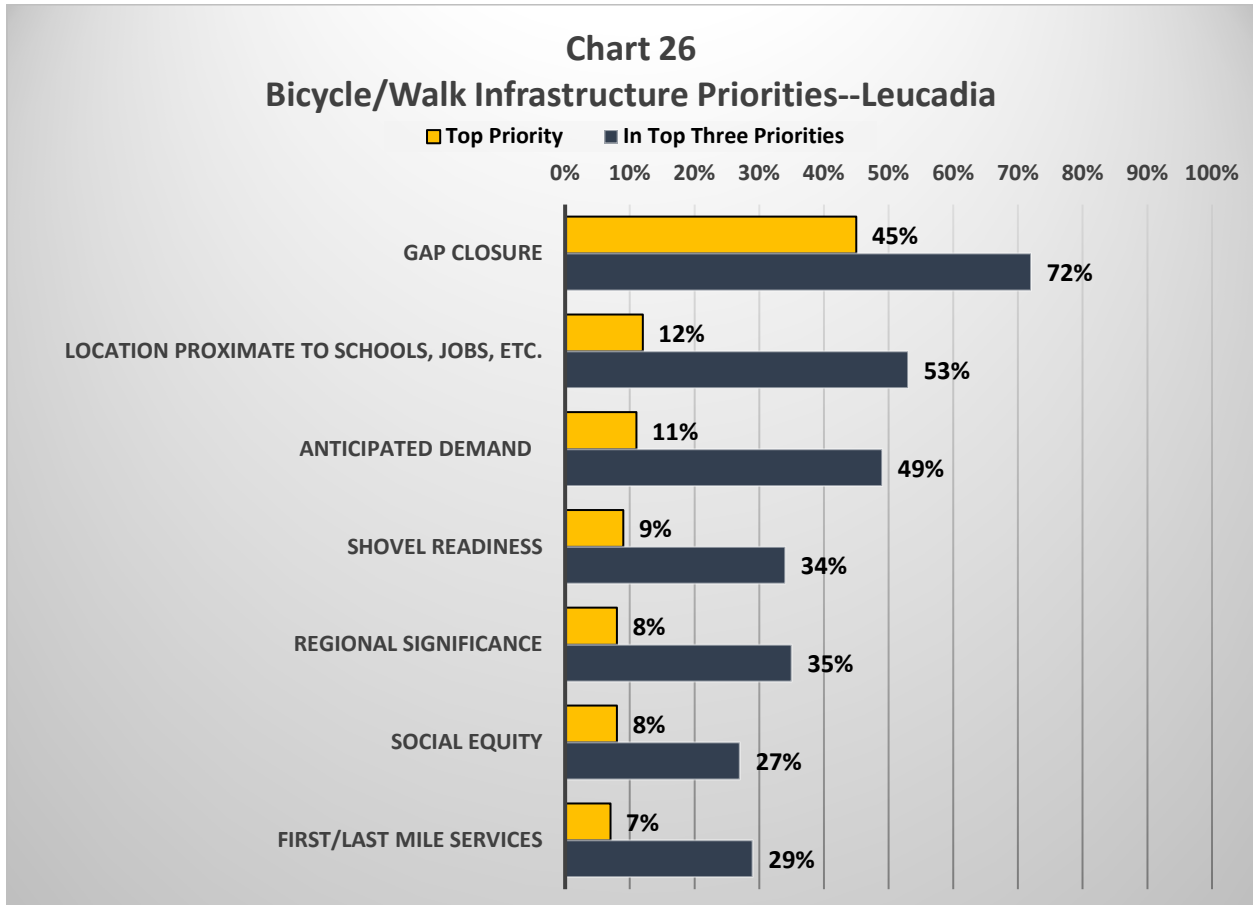


**Chart 25** demonstrates the funding priorities provided by those who reside in the community of Olivenhain. The funding priorities in Olivenhain are quite different from those in Old Encinitas and New Encinitas. The top funding priority among respondents in Olivenhain is First/Last Mile Services (prioritize projects that focus on ways to get people to and from transit on either end of their trip) with nearly one-half (46 percent) of the Olivenhain respondents giving this type of project their highest rating and about 3 in 5 respondents (59 percent) placing it among their top 3 priorities.

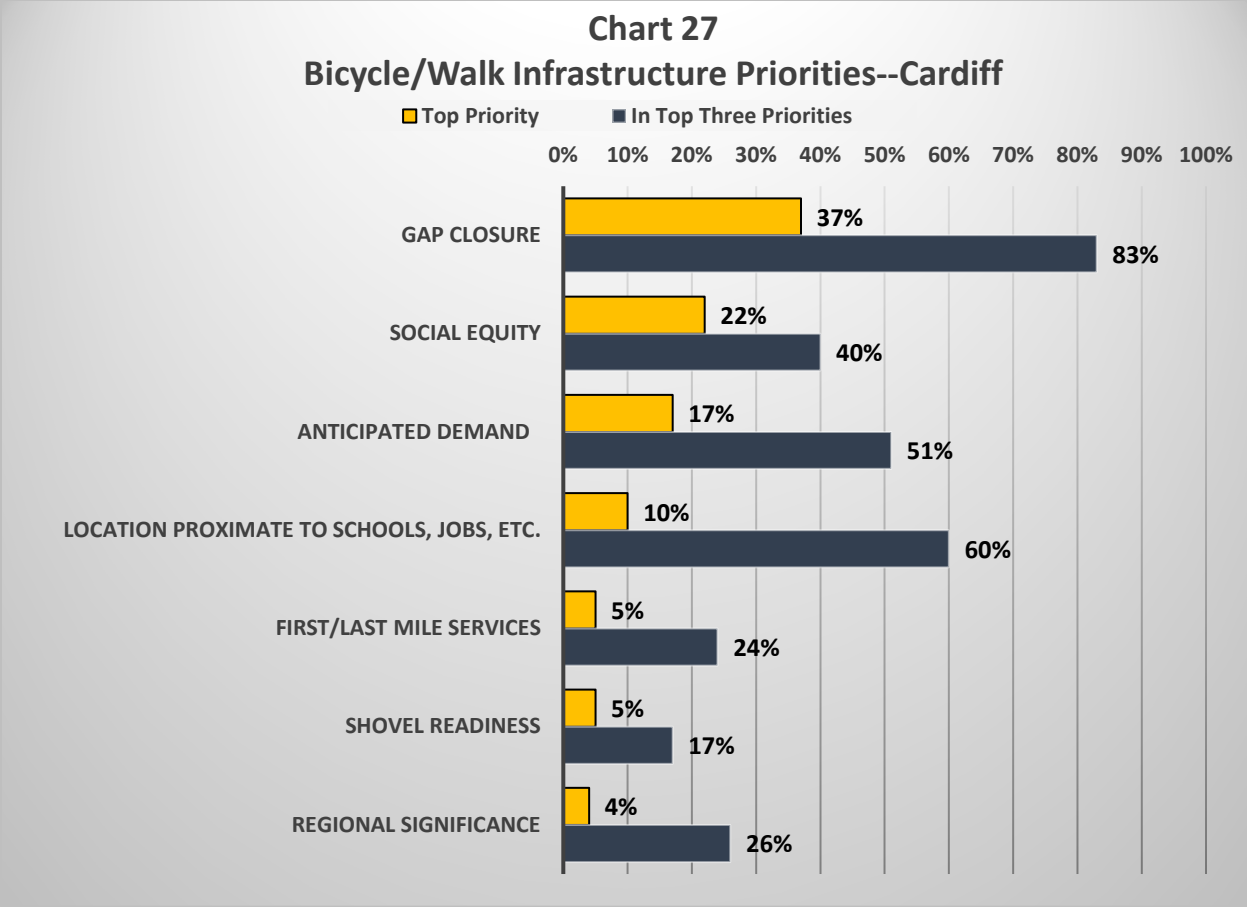
There are 2 infrastructure priorities that are found at the bottom of the list for Olivenhain residents. The lowest infrastructure priority provided by Olivenhain respondents is Shovel Readiness. Only 1 percent of respondents rate this type of project as a top priority with 16 percent placing it among their top 3 priorities. The other lower rated project is Regional Significance. Again, only 1 percent rated this as their top priority with 30 percent placing it among their top 3 priorities.



**Chart 26** reveals the infrastructure priorities of those who reside in the community of Leucadia. Respondents view Gap Closure as their top priority (45 percent) with over 7 in 10 respondents (72 percent) indicating this type of project in their top 3 priorities. There are 2 funding priorities at the lower end for Leucadia residents –First/Last Mile Services and Social Equity (top priority for 7 percent and 8 percent respectively).



**Chart 27** shows the infrastructure priorities provided by those who live in the community of Cardiff-by-the-Sea. Gap Closure stands out as the top priority of these respondents where nearly 2 in 5 respondents (37 percent) rate it as their highest infrastructure priority and 83 percent indicate that it is among their top 3 priorities. Three infrastructure priorities are rated on the lower side. They include Regional Significance (top priority – 4 percent), Shovel Readiness (top priority -- 5 percent), and First/Last Mile Services (top priority – 5 percent).



**Summary (Infrastructure Priorities by Community of Residence)**

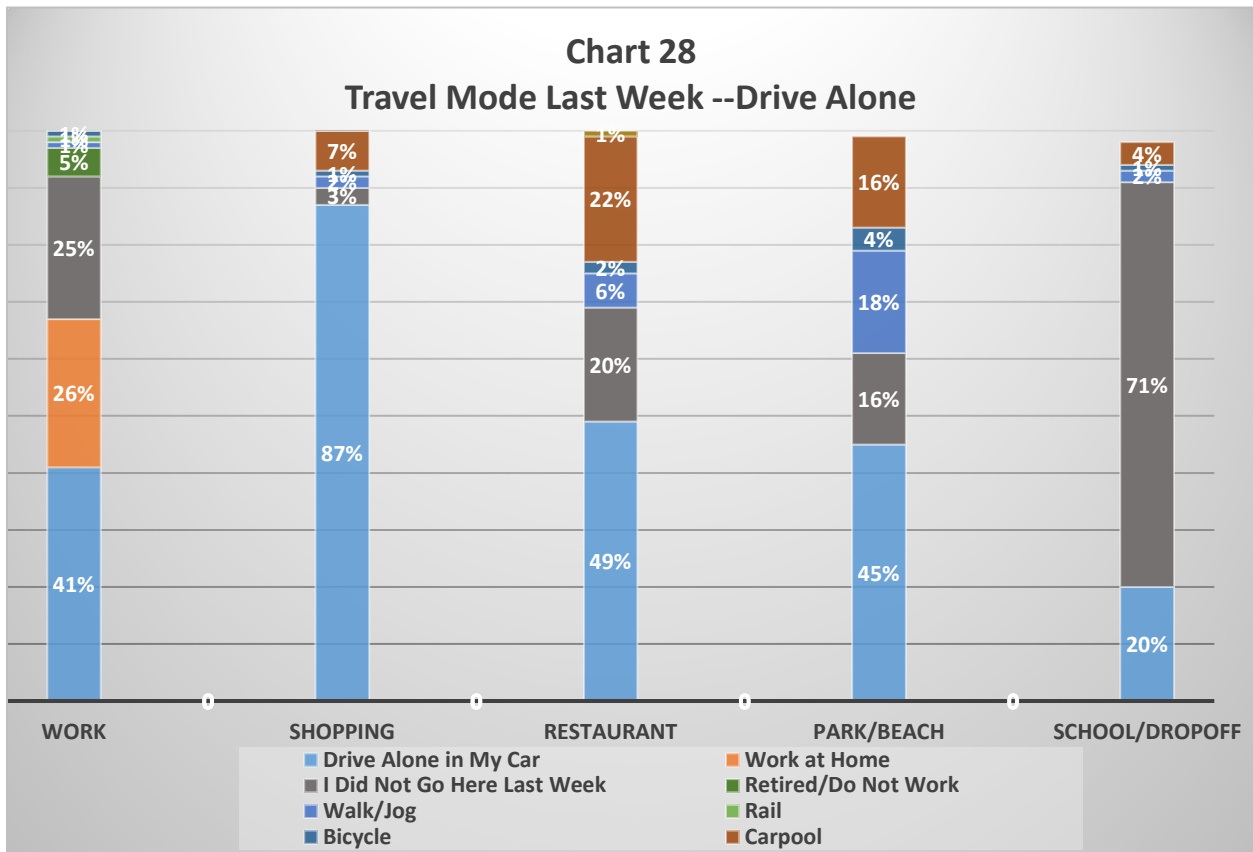
- Gap Closure is the top priority for all communities except Olivenhain where it is the second highest priority.
- Location in proximity to schools, jobs, attractions is the second highest priority in Old Encinitas, New Encinias, and Leucadia and is third in Olivenhain.
- Anticipated Demand is the third highest priority in all communities except Olivenhain.
- Social Equity is the lowest priority in Old Encinitas and New Encinitas, and the second lowest in Leucadia, but it is a highly ranked second in Cardiff-by-the-Sea.
- Regional Significance is the second lowest priority in Old Encinitas, New Encinitas, and Olivenhain and the lowest priority in Cardiff-by-the-Sea.

## Travel Mode to Destinations Last Week

All respondents were asked how they usually traveled to various places during the week just prior to completing this survey. The results from these questions were analyzed according to two travel characteristics of the survey population: (1) primary method of traveling around Encinitas to places visited most often and (2) respondent’s community of residence in Encinitas.

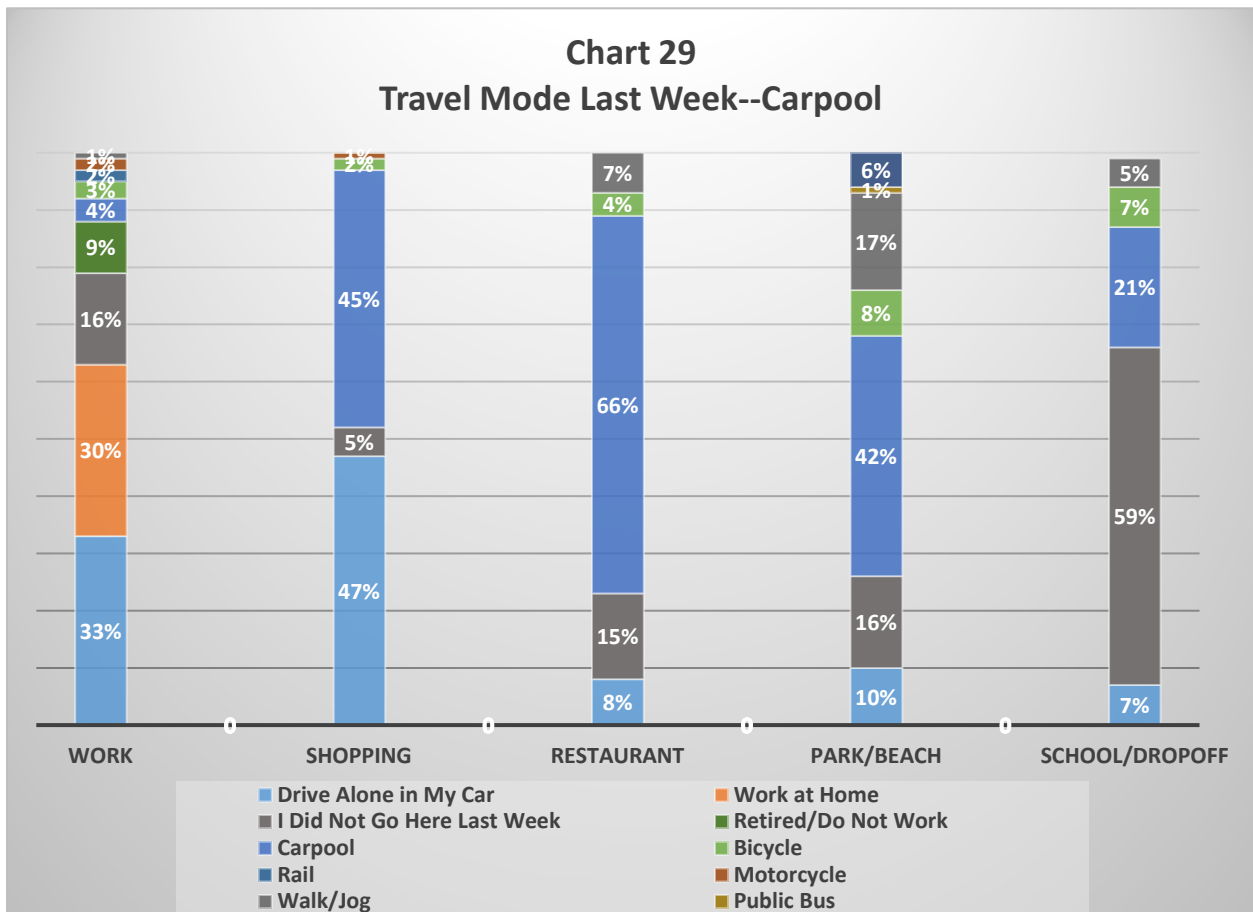
### Travel Mode to Various Destinations During Week before Survey Completion by Travel Mode Usually Used to Get Around Encinitas

**Chart 28, Chart 29, Chart 30, and Chart 31** depict the past week’s travel according to the mode generally used to travel around Encinitas. Among those respondents who usually drive alone in their car around Encinitas (**Chart 28**), it is not surprising that in the week prior to survey completion, nearly 9 in 10 respondents (87 percent) went shopping alone in their car; similarly, also driving alone in their car, 49 percent drove alone to a restaurant, 45 percent drove alone to a park or beach, and 41 percent drove alone to work during the week before survey completion. More than 7 in 10 respondents (71 percent) did not have the need to drop off a child at school or to travel to school for their own purposes.

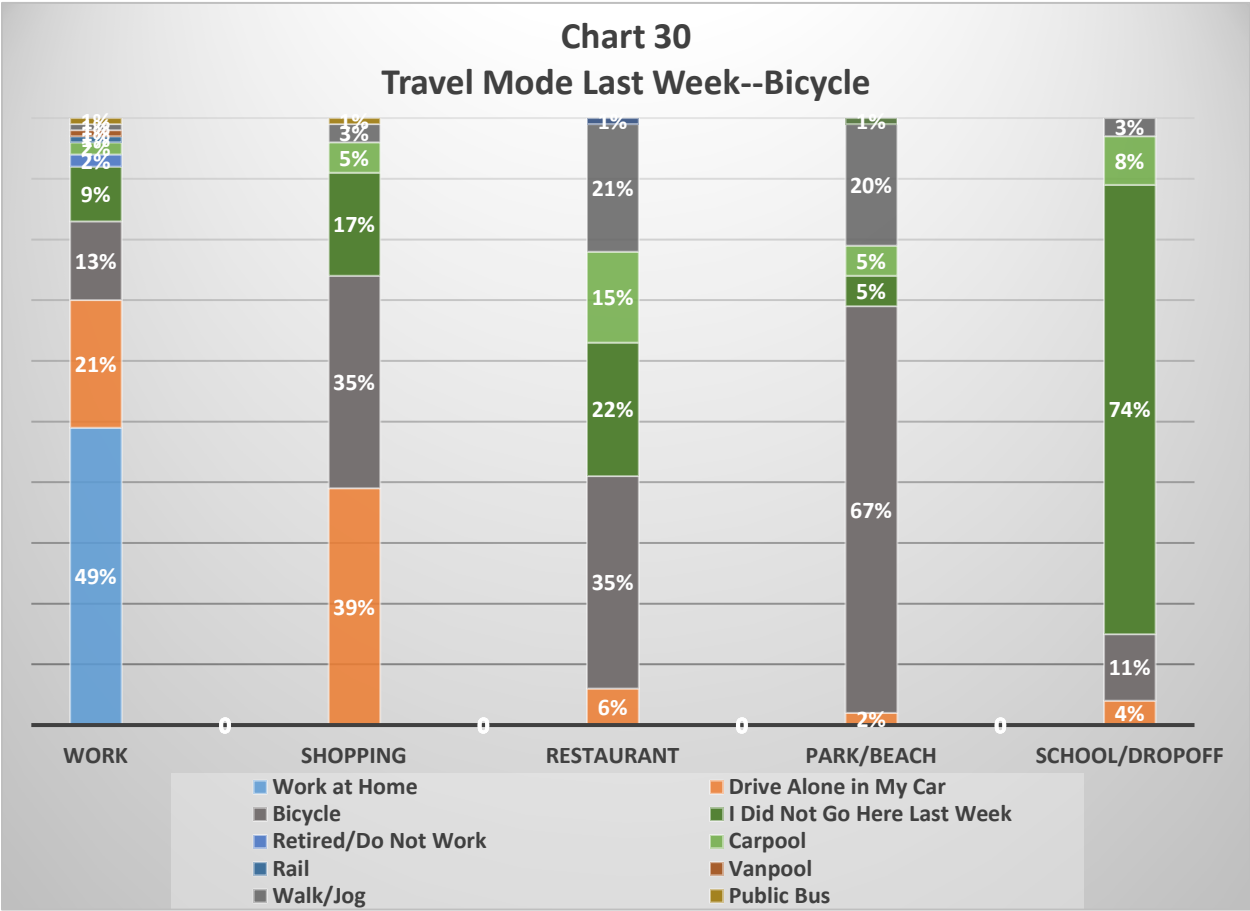




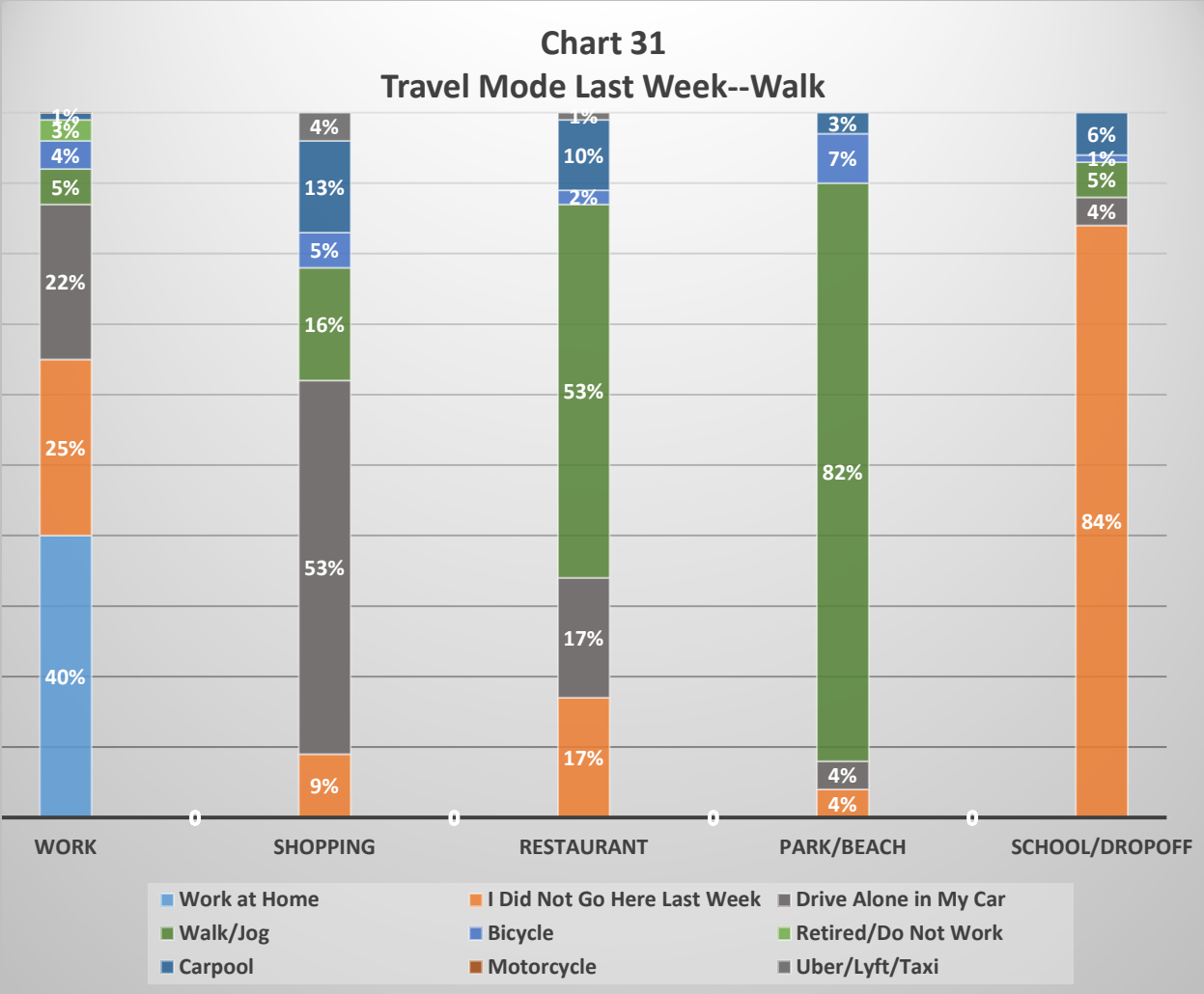
**Chart 29** demonstrates how respondents who usually use carpools to get around Encinitas traveled to various places during the week before survey completion. About two-thirds (66 percent) of these carpool users traveled to a restaurant using a carpool, 45 percent went shopping by carpool, and 42 percent used a carpool to get to a beach or park. In contrast, one-third (33 percent) of carpool users drove alone in their car to get to work the week before they completed the survey, and nearly one-half (47 percent) drove alone to a shopping destination. Almost 3 out of 5 (59 percent) did not have a need to travel to school.



**Chart 30** shows how those respondents who usually use a bicycle to get around Encinitas traveled to various places during the week before survey completion. Two-thirds (67 percent) of regular bicycle users traveled to the park and/or beach by bicycle the week before survey completion, 35 percent traveled by bicycle to a restaurant, and 35 percent went shopping by bicycle. Among usual bicycle users, however, about 2 in 5 (39 percent) went shopping by driving alone in their car, almost half (49 percent) worked at home and 21 percent drove alone in their car to work. Lastly, as with all respondents, a majority (74 percent) did not need to travel to a school.



**Chart 31** depicts how those respondents who usually walk to get around Encinitas traveled to various places during the week before survey completion. More than 8 in 10 respondents (82 percent) who usually walk around Encinitas for their travel needs, did indeed walk to the park/beach during the week before survey completion. On the other hand, over one-half (53 percent) walked to a restaurant and more than one-half (53 percent) of these usual walkers went shopping by driving alone in their car. Most of the walkers did not go anywhere for work, either working at home (40 percent) or not going to work at all (25 percent), and, once again, 84 percent did not travel to a school.



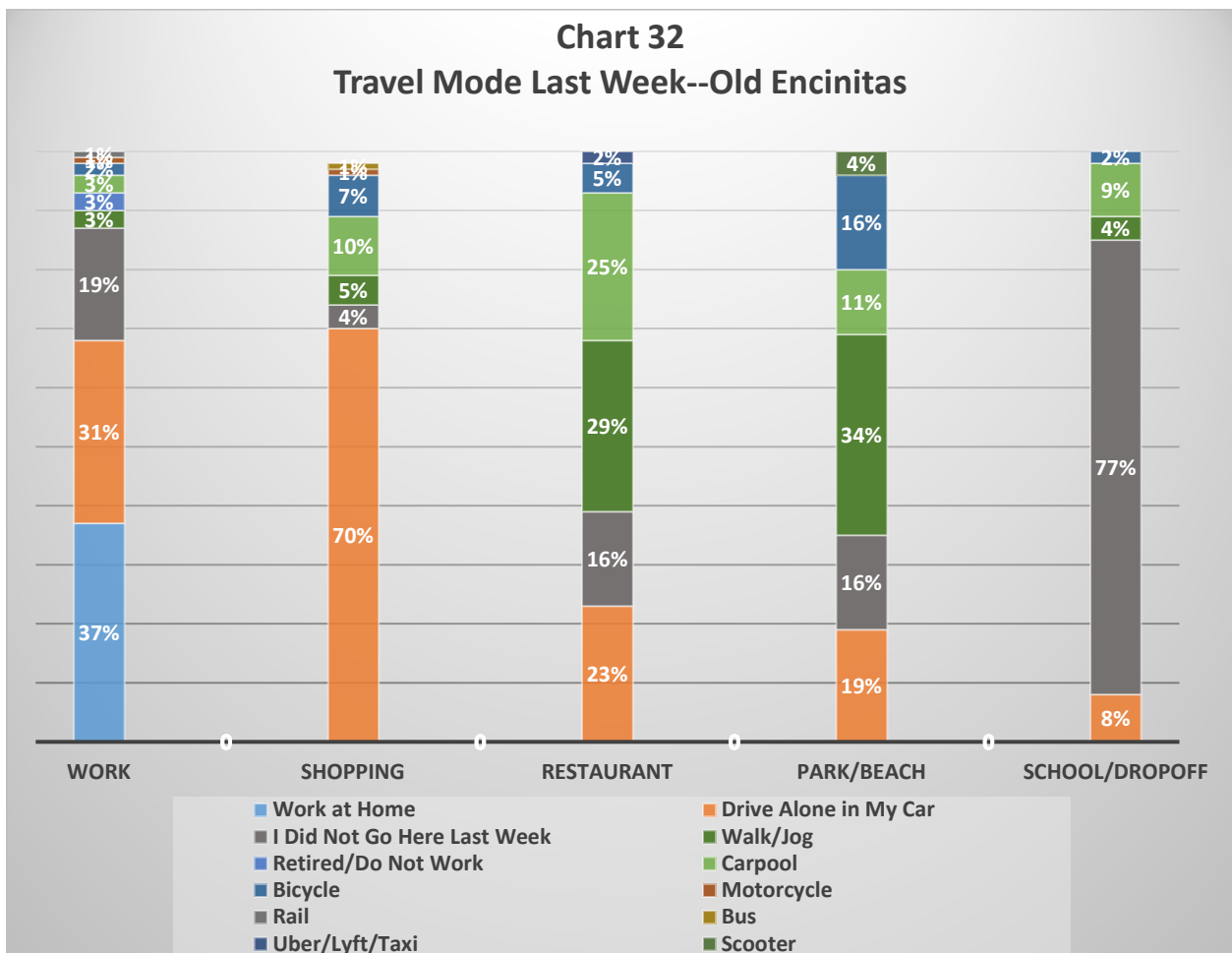
**Summary (Travel Mode to Various Destinations During Week before Survey Completion by Travel Mode Usually Used to Get Around Encinitas)**

- Among respondents who usually drive alone in their car, substantial numbers drove alone to all of the destinations during the week before survey completion.
- Among respondents who usually use a carpool to travel around Encinitas, significant numbers also used carpools to travel to all destinations during the week before survey completion with the exception of going to work, to which they drove alone in their car.
- Among respondents who usually use a bicycle to get around Encinitas, it is found that these respondents used their bicycle to travel to restaurants and the park or beaches during the week before survey completion. Shopping trips were split evenly between driving alone and bicycling and almost one-half of these respondents worked at home. Again, school was not an important destination.

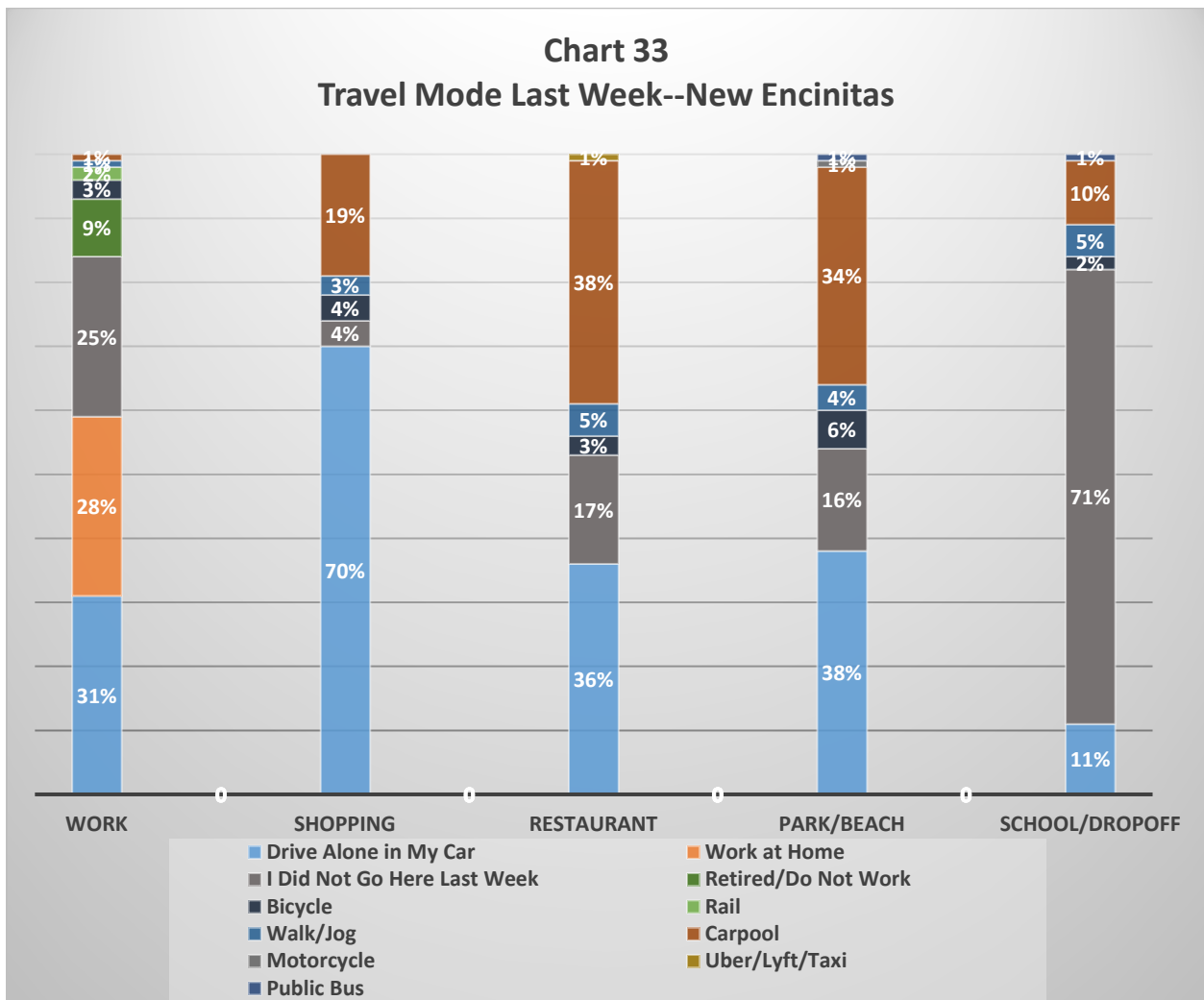
- Among those who usually walk to get around Encinitas, it is found that they also walked to beach/park and restaurants. Most of these respondents drive alone for shopping trips and drive alone to work if they do not work at home or do not go to work at all. Once again, school trips are very few in number.

**Travel Mode to Various Destinations During Week before Survey Completion by Community of Residence in Encinitas**

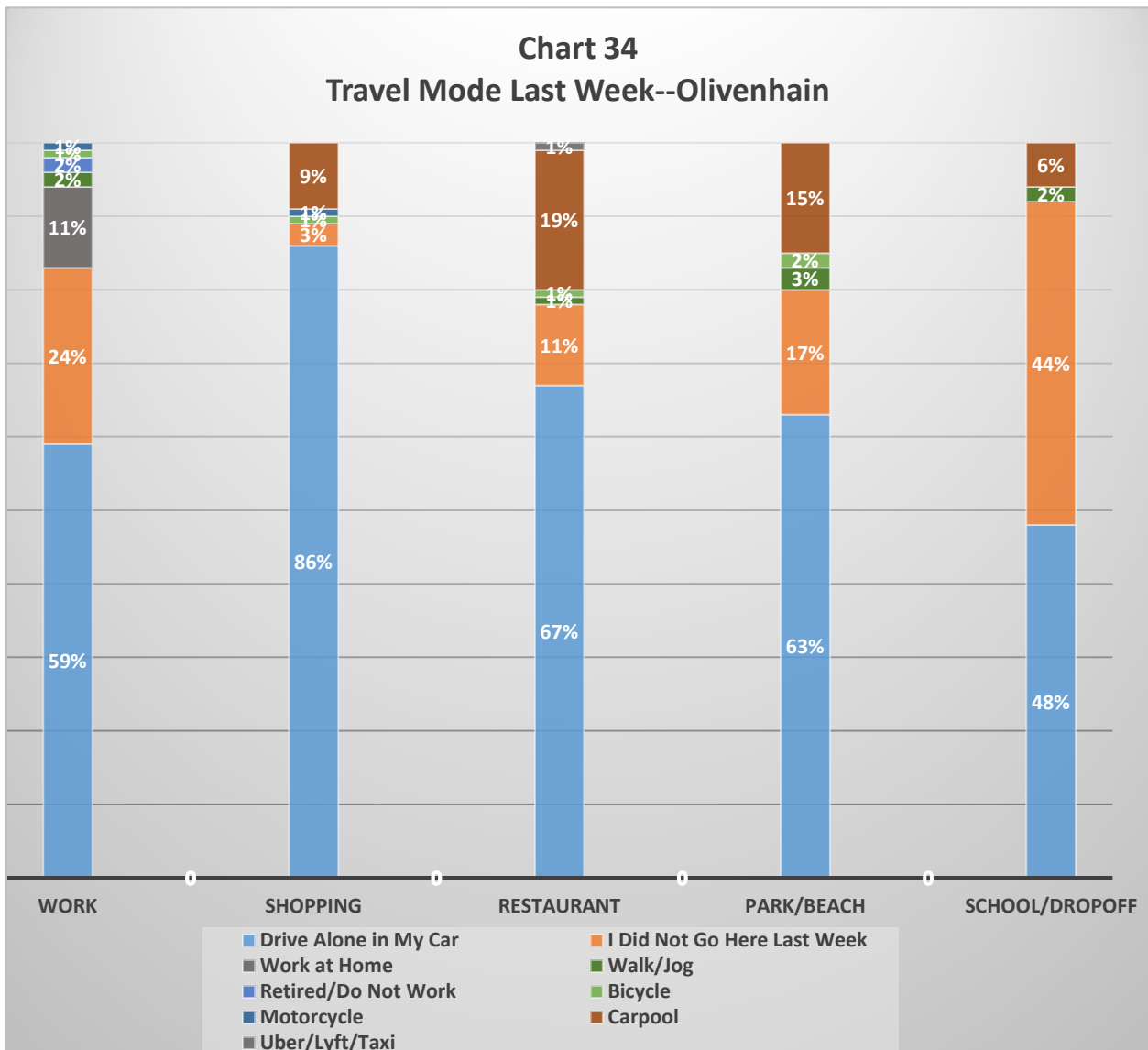
**Chart 32, Chart 33, Chart 34, Chart 35 and Chart 36** depict the past week’s travel according to residential community. **Chart 32** demonstrates that, among those respondents who live in Old Encinitas, over one-third (34 percent) walked to the beach or park the week before survey completion and 29 percent walked to a restaurant. It is noteworthy that among respondents who reside in Old Encinitas, 7 in 10 (70 percent) went shopping by driving alone in their car and either worked at home (37 percent) or drove to work in their car (31 percent).



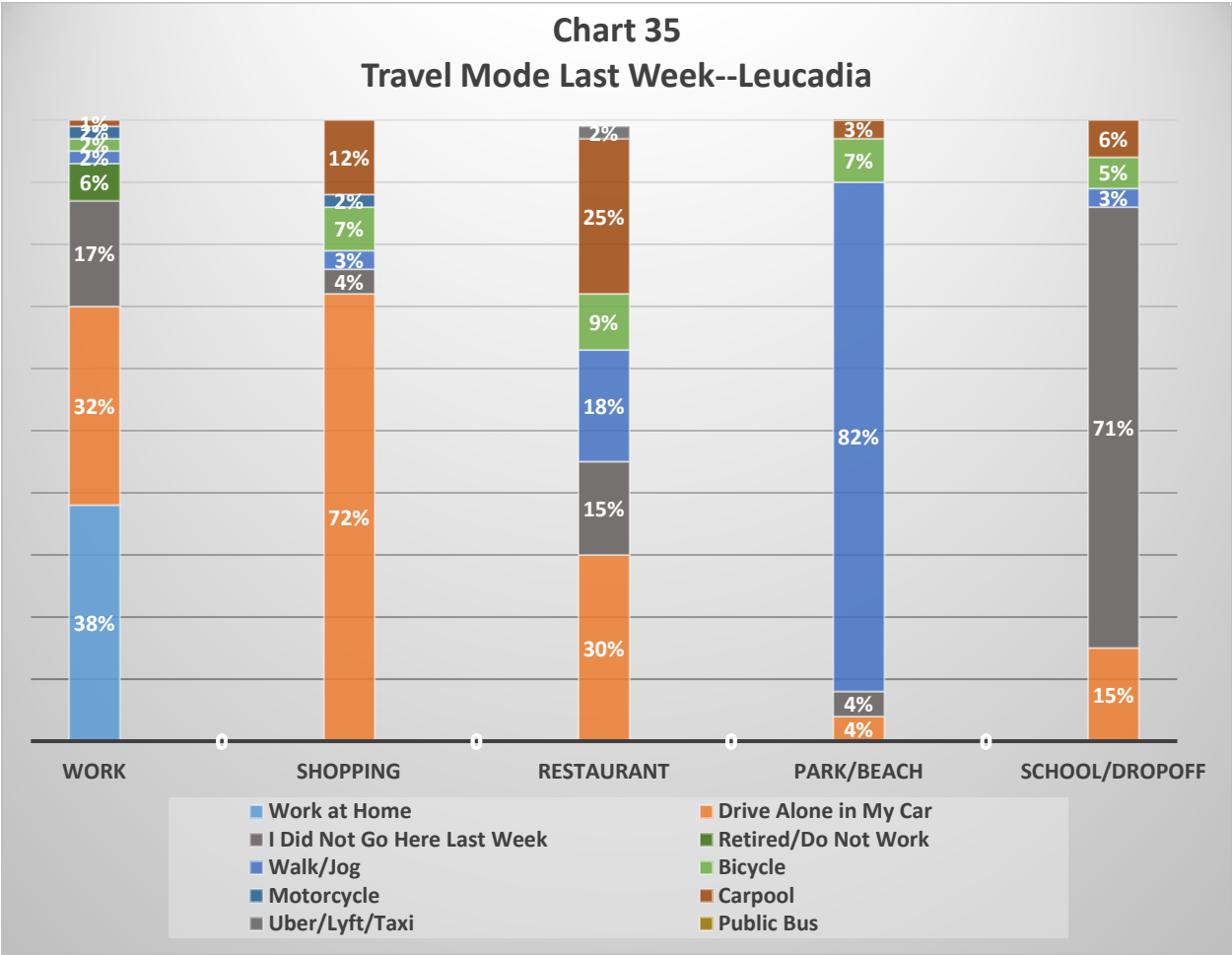
**Chart 33** shows that respondents who live in New Encinitas traveled largely by driving alone in their own car during the week before survey completion (70 percent went shopping, 38 percent went to the park or beach, and 36 percent went to a restaurant by driving alone in their car). Work trips were split almost evenly among driving alone (31 percent), working at home (28 percent), and not going to work at all (25 percent). Respondents in New Encinitas also traveled by carpool to some extent (38 percent went to a restaurant, 34 percent went to the park or beach and 19 percent to shop).



**Chart 34** shows that respondents who live in the community of Olivenhain, traveled dominantly by driving alone in their car to all specified places during the week before survey completion. For example, nearly 9 in 10 respondents (86 percent) drove their car alone to go shopping, two-thirds (67 percent) went to a restaurant by this travel mode, and 63 percent drove alone to the park or beach. A majority traveled to work by driving alone (59 percent), and, unlike all other communities, a substantial portion of this community did travel to school, also mostly by driving alone (48 percent).

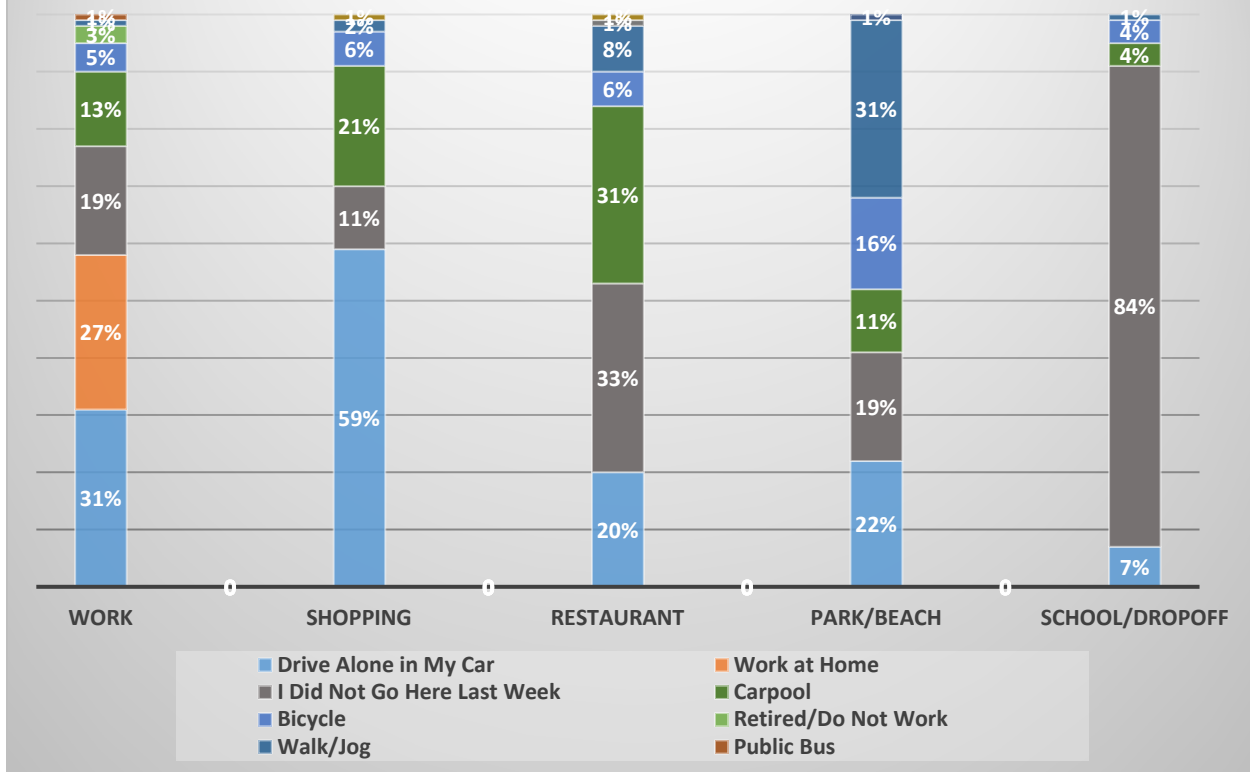


**Chart 35** reveals how respondents who reside in the community of Leucadia traveled to various places during the week before survey completion. More than four fifths of respondents (82 percent) walked to the park or beach the week before survey completion, and 72 percent drove alone in their car for their shopping trips. Also, nearly one-third (30 percent) drove alone in their car for their shopping trips. Also, nearly one-third (30 percent) drove alone in their car to a restaurant. For trips to work, 38 percent worked at home and 32 percent drove alone. For trips to work, 38 percent worked at home and 32 percent drove alone. For trips to work, 38 percent worked at home and 32 percent drove alone.



**Chart 36** depicts how respondents who reside in the community of Cardiff traveled to various places during the week before survey completion. About three in five respondents (59 percent) drove alone in their car to go shopping and nearly one third (31 percent) drove alone in their car to go to work, with another 27 percent working at home. It is noteworthy that 31 percent used a carpool to go to a restaurant, 21 percent carpooled to shopping, and another 31 percent walked to the beach or park.

**Chart 36**  
**Travel Mode Last Week--Cardiff**



**Summary (Travel Mode to Various Destinations During Week before Survey Completion by Community of Residence in Encinitas)**

- Residents of Old Encinitas tended to walk to parks and beaches and to restaurants during the week before survey completion. They also made substantial use of their car in driving alone to shopping destinations and getting to work.
- Residents of New Encinitas made extensive use of their car in traveling during the week before survey completion – largely to shopping destinations, parks and beaches, and restaurants; also, they made use carpooling for travel to the beach and for visiting restaurants.
- Residents of Olivenhain largely drove alone in their car to all destinations specified in the survey during the week before survey completion.
- Residents of Leucadia drove alone in their car extensively during the week before survey completion, but they also walked to the park and beaches as well as to restaurants to a lesser extent.
- Residents of Cardiff largely drove alone to various destinations during the week before survey completion especially to shopping, but also to some extent to restaurants and



parks/beaches. They also made use of a carpool for visiting restaurants, shopping and getting to work. These respondents made minimal use of bicycling and walking to parks and the beaches.

- It is notable that across all 5 communities of Encinitas, respondents made extensive use of motorized vehicles to fulfill their travel needs during the week before survey completion.
- It is suspected that the use of motor vehicles was somewhat minimized because many schools were not in session the week before survey completion for most respondents, thereby eliminating the need to attend school or drop children off at school or pick them up.
- The traditional work trip by motor vehicle was also minimized because a fairly large percentage of respondents worked at home during the week before survey completion in part, most likely, as an outgrowth of the COVID-19 pandemic.

### **Analysis of Walking in Encinitas:**

#### **Influences, Obstacles, Considerations, Destinations, and Suggested Improvements**

A large portion of the survey concerned issues pertaining to walking in Encinitas, such as:

- What factors influence respondents to walk?
- What would encourage a greater amount of walking?
- What obstacles exist that are preventing more walking?
- To what types of destinations do or could respondents walk?
- What improvements are suggested to promote more walking in Encinitas?

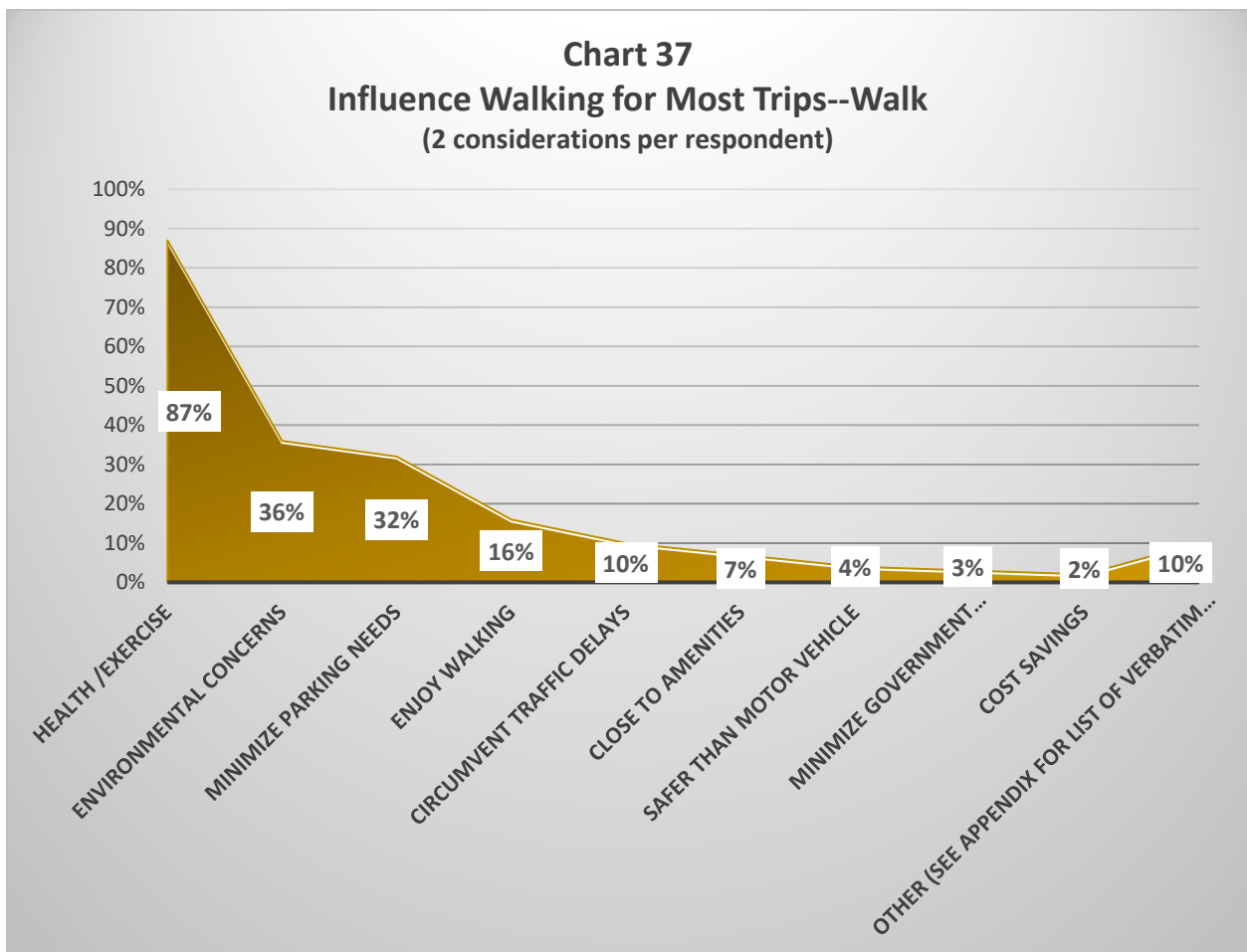
This section of the report will consider these issues in three subsections:

- Questions asked of those respondents who walk as their primary mode presently
- Questions asked of those respondents whose primary mode is driving alone, bicycling, or carpooling
- Questions asked of all four primary modes

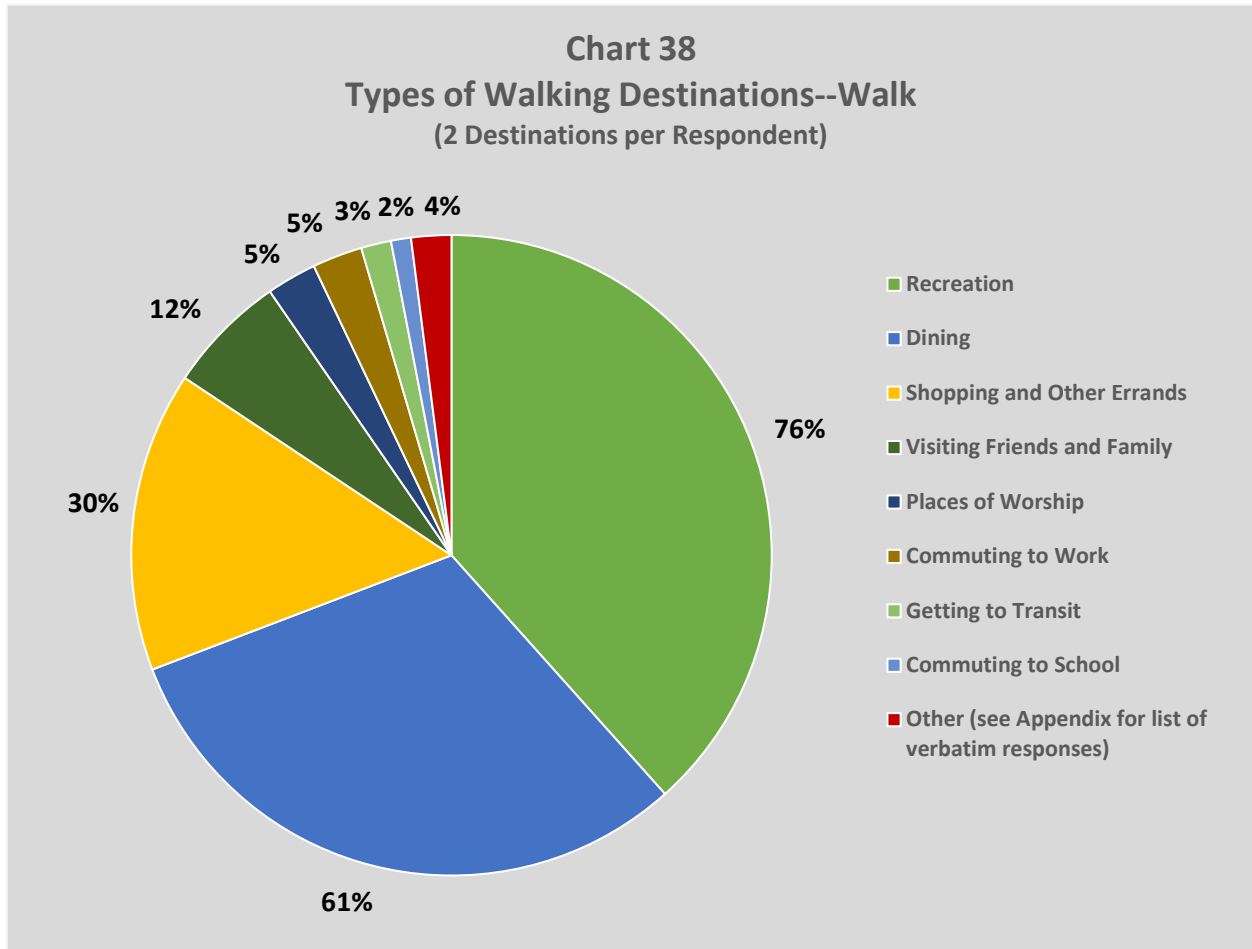
#### **Walk-Related Questions Asked of Respondents Who Walk as Their Primary Mode:**

Two questions were asked of only respondents whose primary mode of travel around Encinitas is to walk. These respondents were asked about 1) what influenced them to walk for most trips, and; 2) what were the two most frequent types of destinations to which they walked. **Chart 37** and **Chart 38** present walking respondent answers to questions meant only for them.

**Chart 37** shows the various considerations that influence walkers to walk for most of their transportation needs. Each respondent was asked to provide up to 2 considerations. The dominant consideration that influences walkers is Health and Exercise (87 percent). Following Health and Exercise are the considerations of Environmental Concerns (36 percent) and Minimizing Parking Needs (32 percent). A portion of respondents offered other influences not asked in the survey (10 percent). These additional responses include “do not own car,” “vision issues,” “sunshine,” and “walk dog.” For the balance of this report, when these other responses constitute 10 percent or more of the responses, some indication of what other responses are included will be provided. A verbatim list of all such other responses for all applicable questions is contained in the Statistical Appendix.



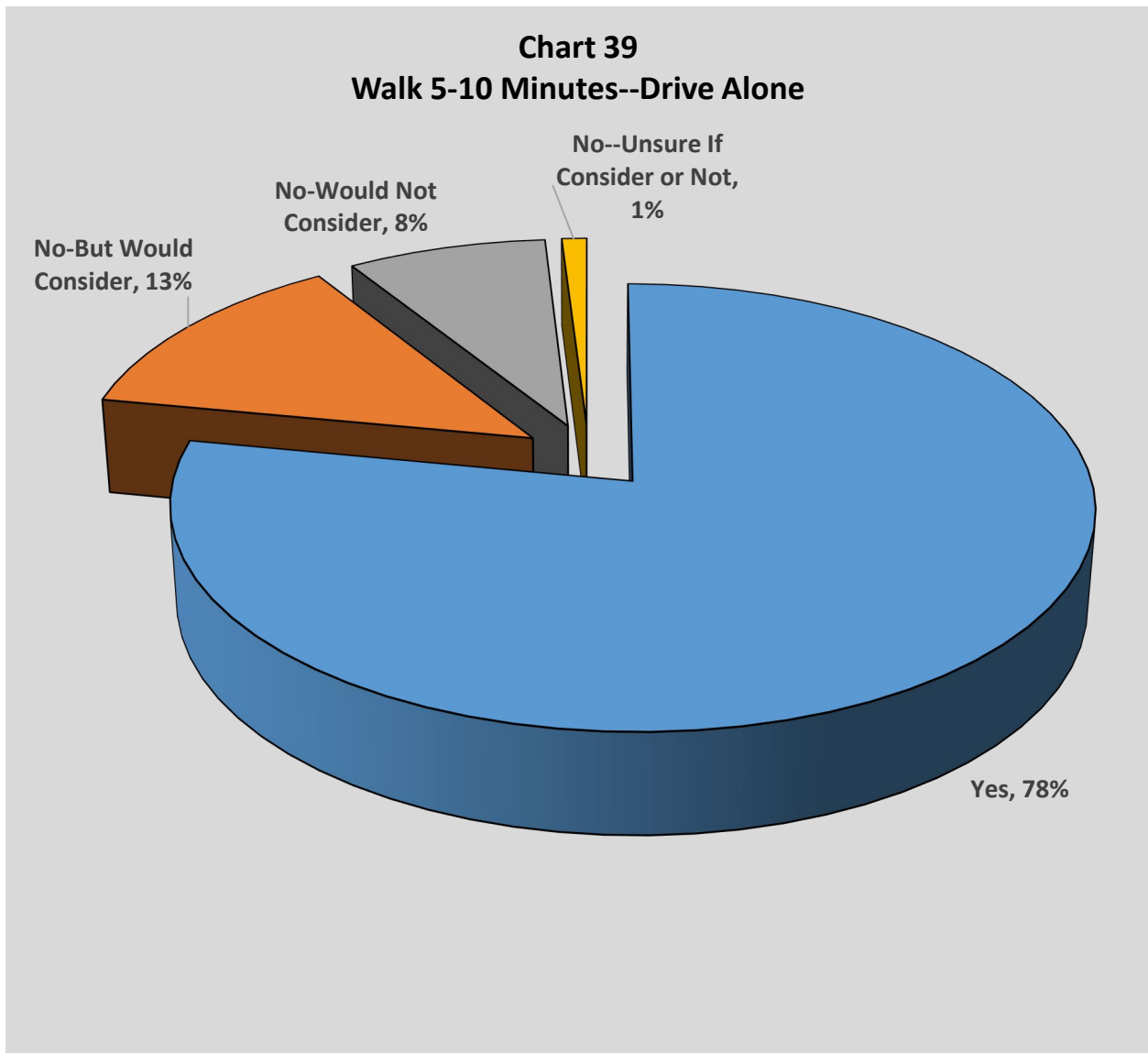
**Chart 38** shows that respondents who primarily walk around Encinitas go most often to recreational locations (76 percent). Respondents were offered the opportunity to name up to 2 destinations. Dining or restaurant destinations are a close second (61 percent), with Shopping and Other Errands (30 percent), with Shopping and Other Errands (30 percent) next in order.



### Walk-Related Questions Asked of Respondents Who Drive Alone, Carpool or Bicycle as Their Primary Mode

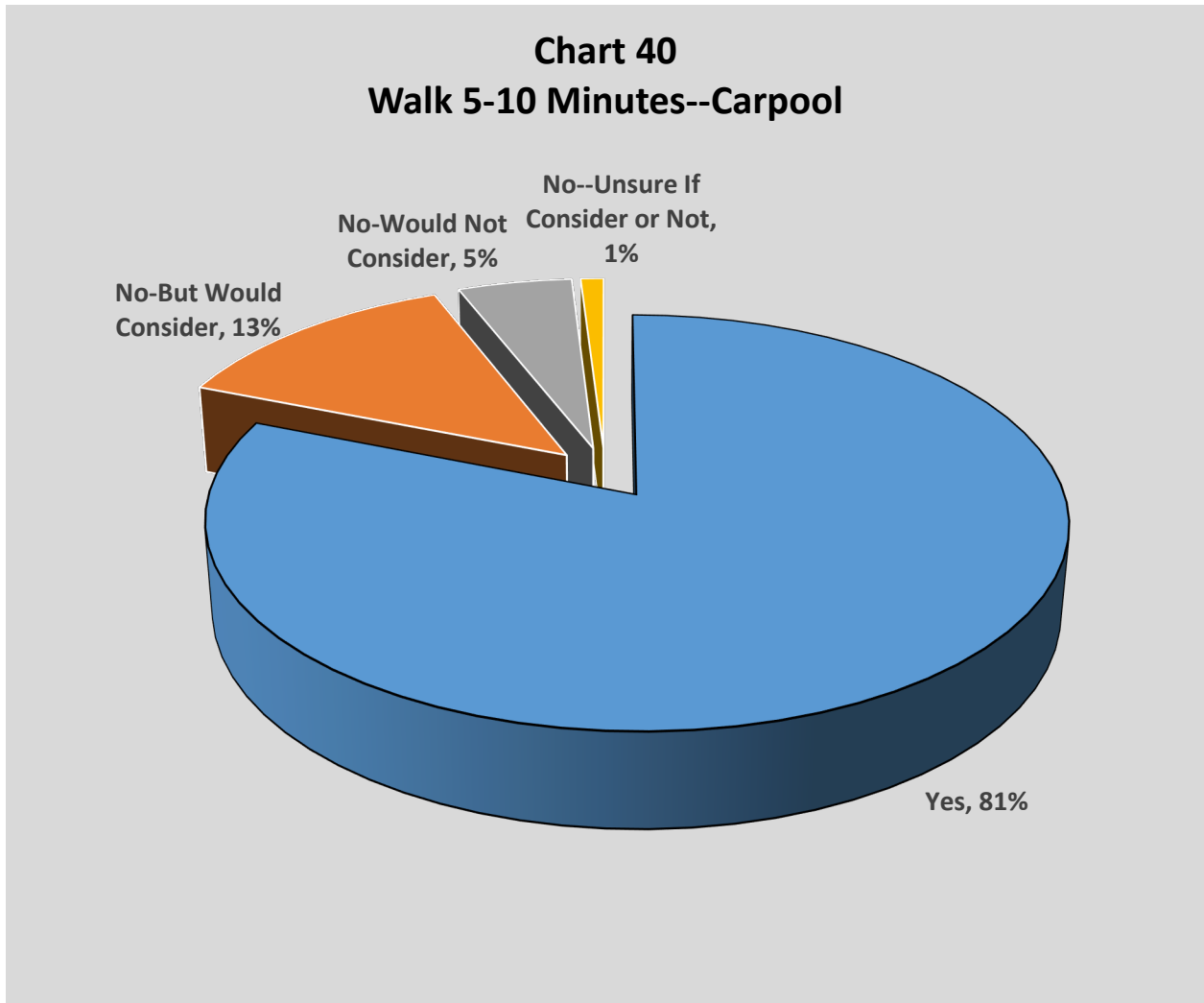
Two walk-related questions were asked of respondents whose primary mode of travel around Encinitas is Drive Alone, Carpool, or Bicycle. In many ways these questions are similar to ones asked only to primary mode walkers.

**Do You Ever Walk 5-to-10 Minutes?**--Chart 39, Chart 40, and Chart 41 address whether these respondents ever walk 5-to-10 minutes and, if not, whether they might consider doing so. All three of these charts show similar results. Drive Alone respondents walk 5 to 10 minutes or more (78 percent) to get to some of the places that they travel (Chart 39).

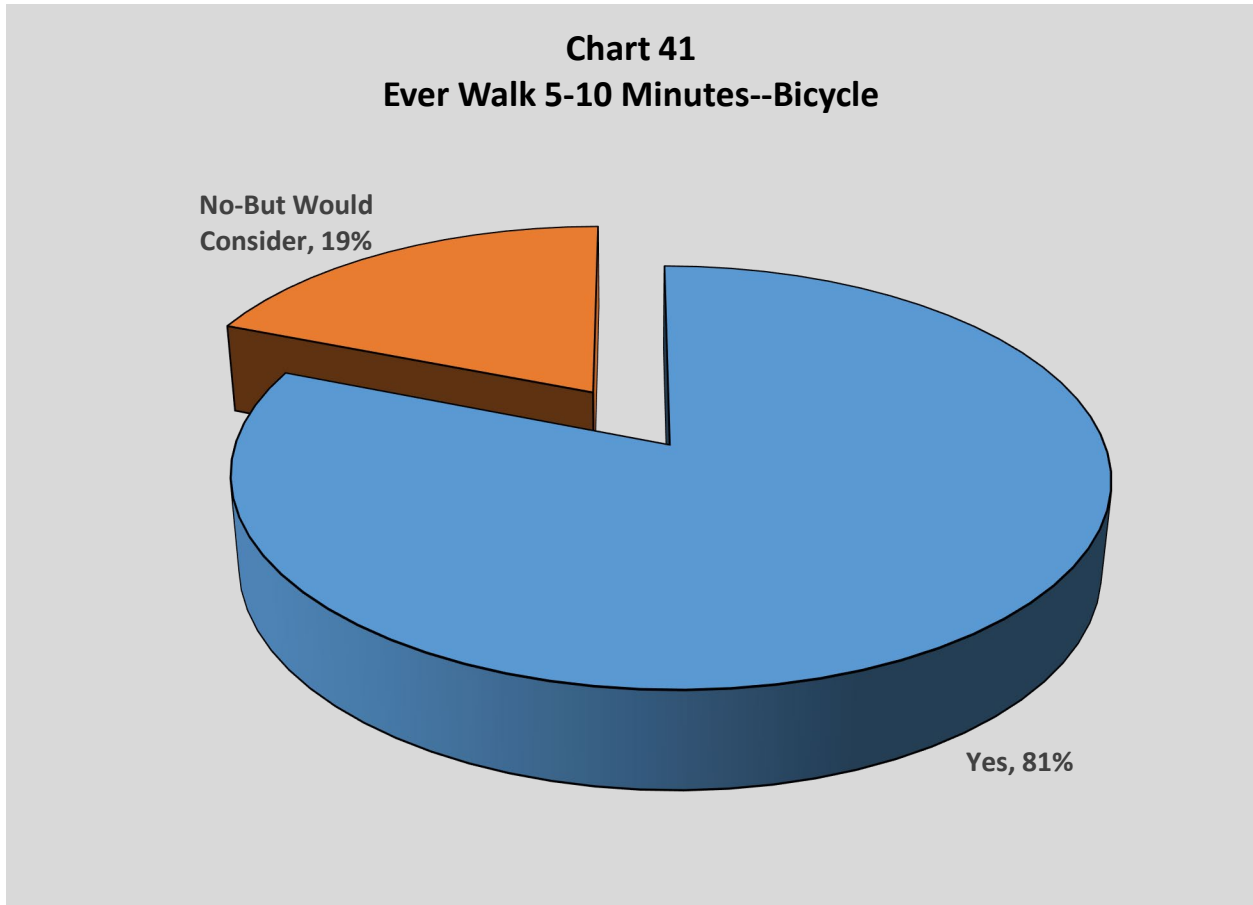


A substantial portion of Carpool users (81 percent) also walk at least 5 -10 minutes to fulfill some of their travel needs (**Chart 40**). Another 13 percent of both drivers and carpool users do not currently walk 5 to 10 minutes for any of their travel needs but would consider doing so.

This leaves 9 percent of drivers and 6 percent of carpoolers who indicate uncertainty or no willingness at all to consider even a 5-to-10 minute walk.

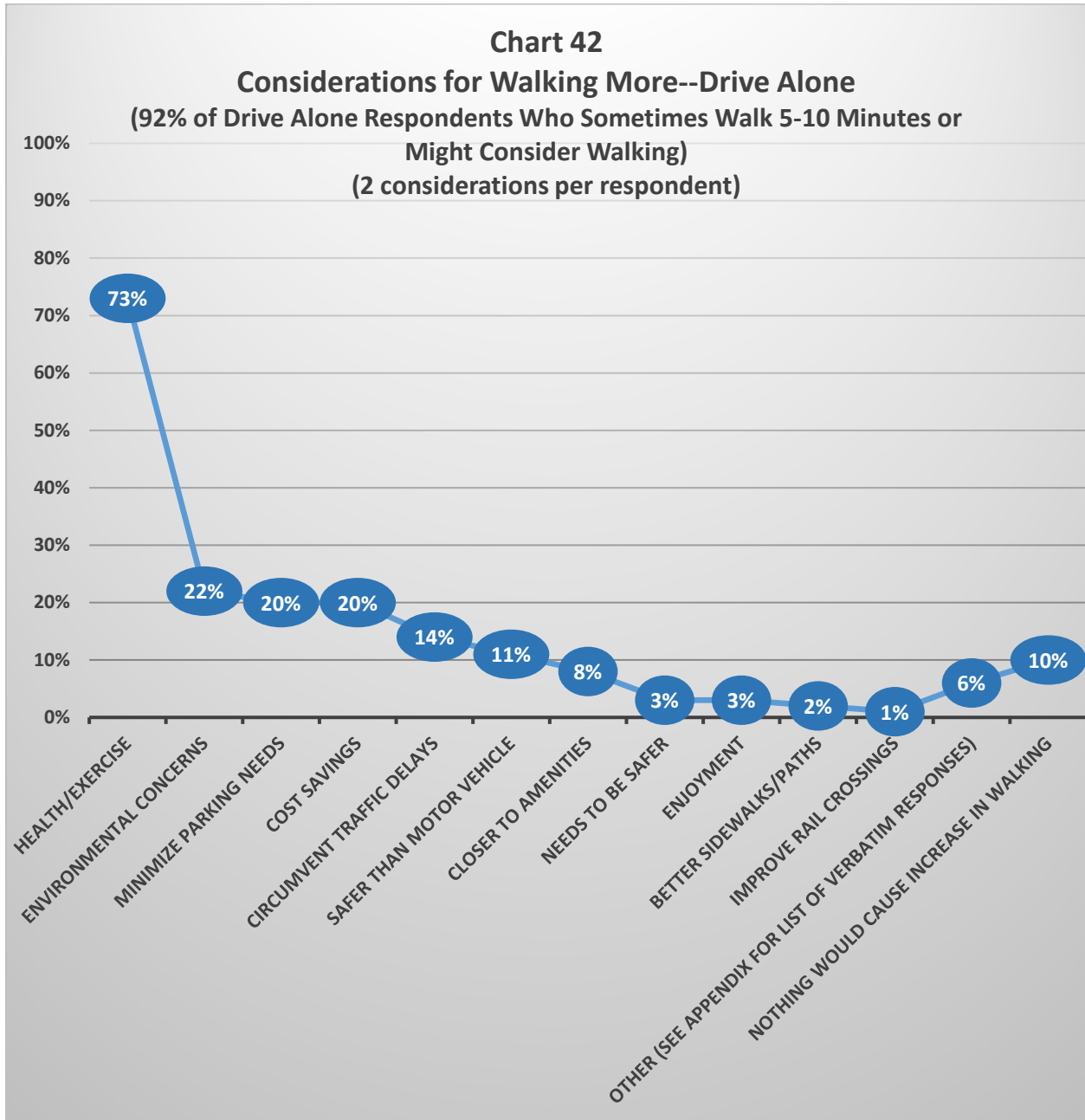


**Chart 41** reveals the willingness among bicyclists to walk 5 to 10 minutes or more for any of their travel needs. A similar 4 out of 5 (81 percent) bicycle respondents already walk for some of their transportation needs and the remaining bicycle respondents in the sample (19 percent) do not currently do so, but they are willing to consider it.

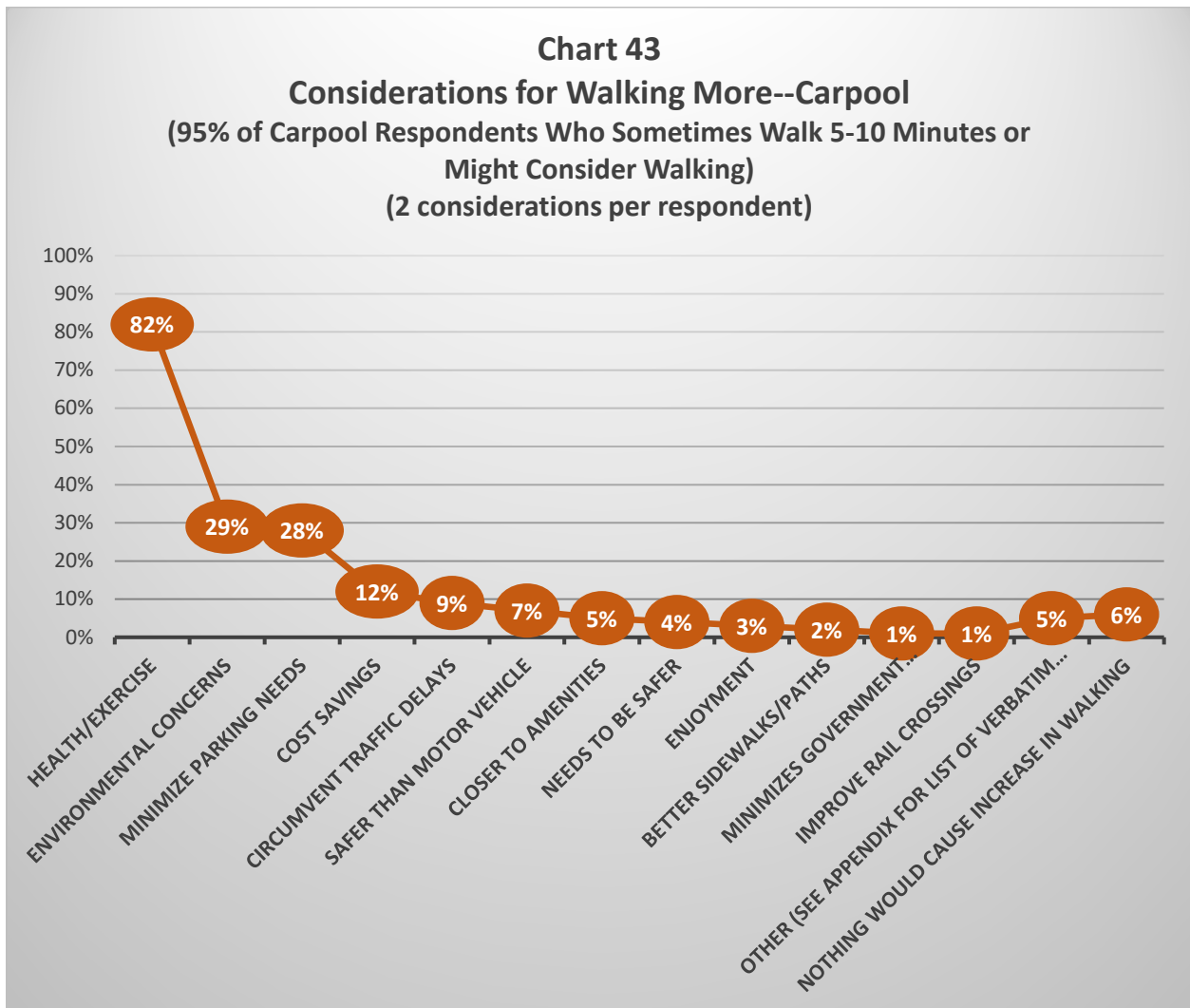


**What Considerations Do Influence or Would Influence You to Walk 5-to-10 Minutes? – Chart 42, Chart 43, and Chart 44** present the answers to this question for the 3 non-walking mode respondents who indicated that they do walk, would consider walking, or are uncertain. These responses are quite similar among these 3 modes and are also similar to those offered by primary walkers in **Chart 37**. Two considerations could be provided by each respondent.

**Chart 42** reveals that the 92 percent of those who drive alone and who indicate that they do or might walk 5-to-10 minutes identify that their top considerations for walking as Health and Exercise (73 percent). Other considerations include Environmental Concerns (22 percent), followed by Minimizing Parking Needs and Cost Savings (each 20 percent).

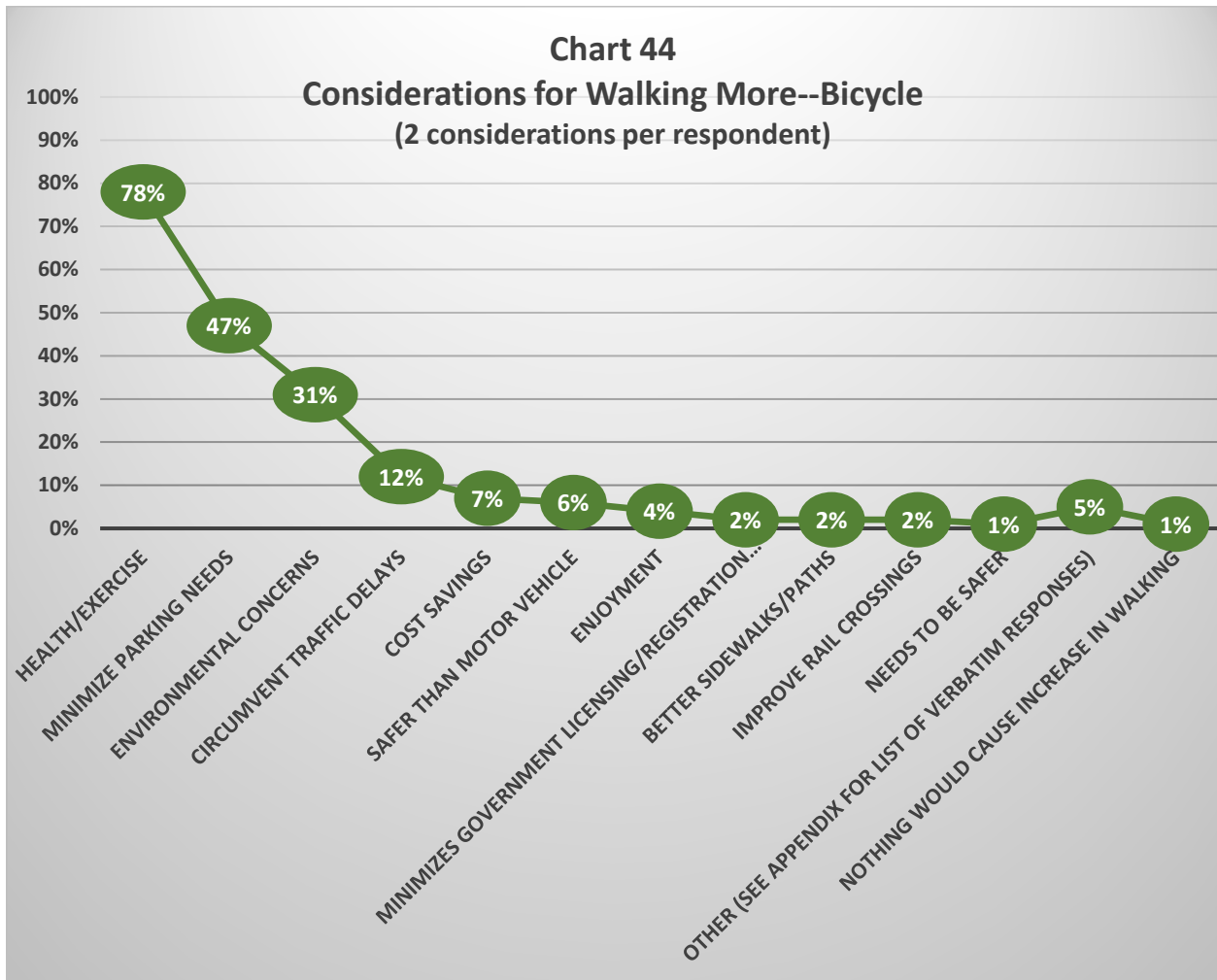


**Chart 43** shows that the 95 percent of those who largely use a carpool to travel around Encinitas and who indicate that they do or might walk 5-to-10 minutes also consider Health and Exercise (82 percent) as the most prominent influence. The next highest considerations are, once again, Environmental Concerns and Minimizing Parking Needs (29 percent and 28 percent, respectively).





**Chart 44** includes all of the Bicycle mode respondents. Bicycle respondents use their bicycle to fulfill their predominant travel needs and also walk 5-to-10 minutes to address some of those needs. These respondents, would consider walking or are uncertain, also consider Health and Exercise (78 percent) as the prime motivation, followed by Minimizing Parking Needs (47 percent) and Environmental Concerns (31 percent).

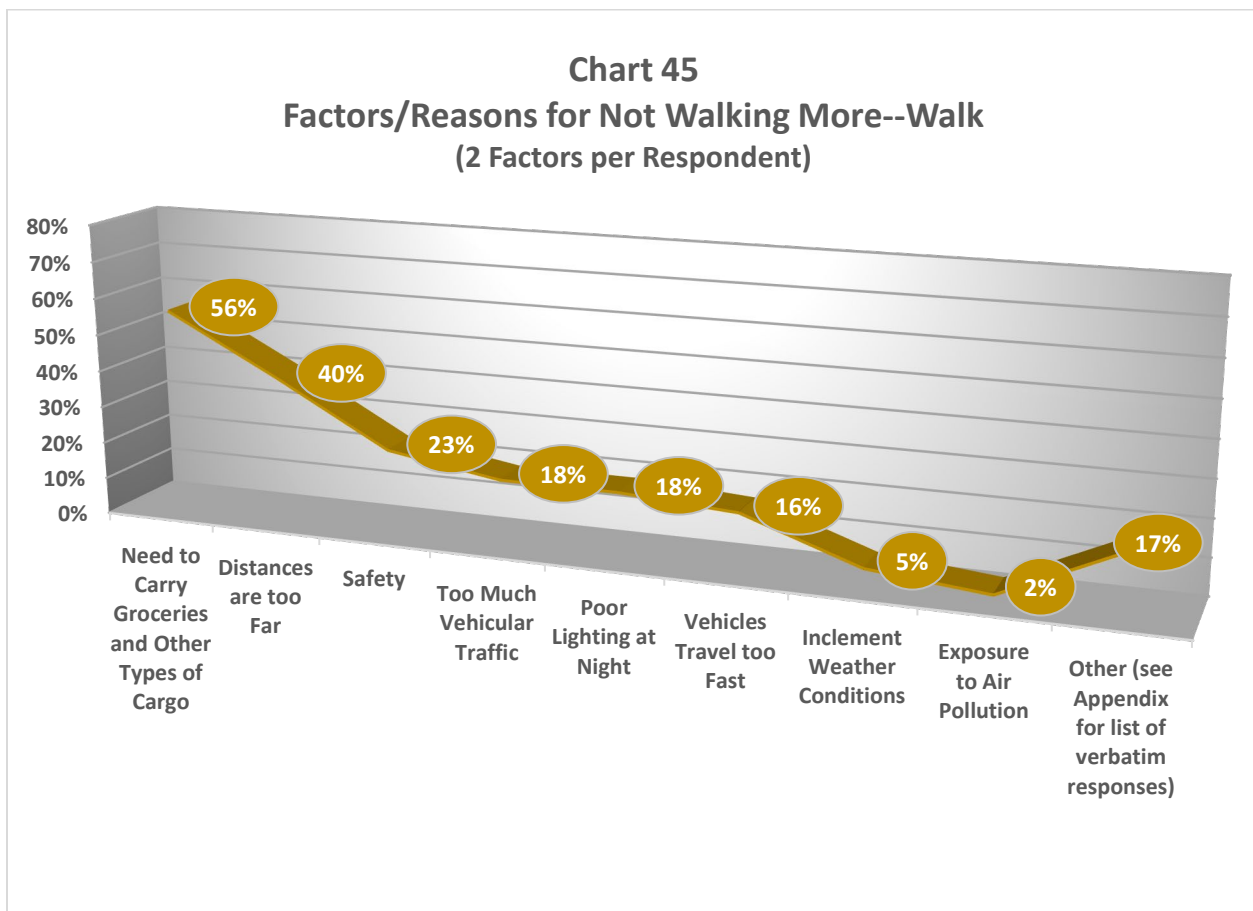


**Walk-Related Question Asked of All Respondents**

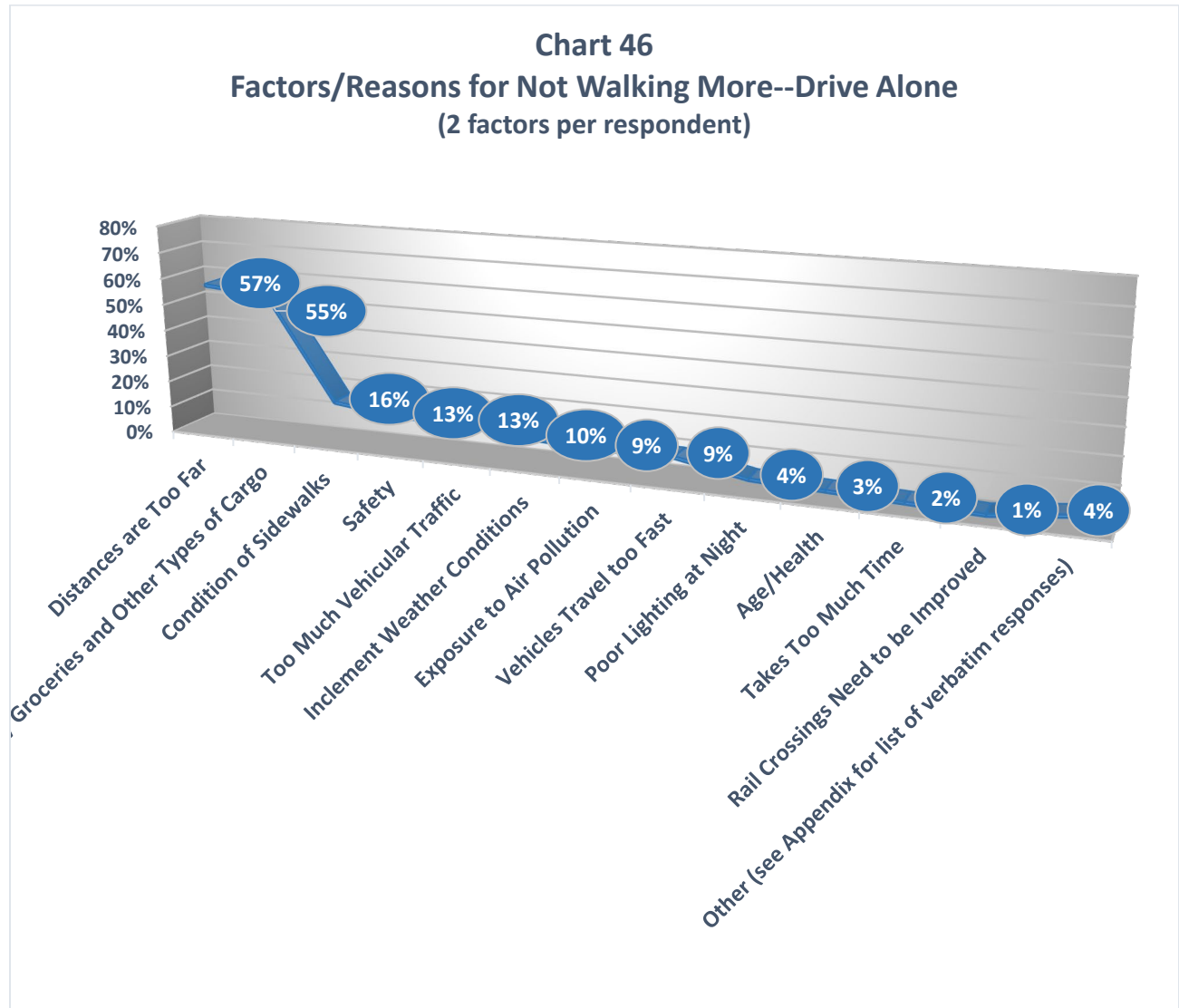
Three walk-related questions were addressed to all primary modes: 1) what factors keep you from walking more; 2) what improvements would you suggest to promote more walking by residents and workers in Encinitas, and; 3) is walking a safe mode of transportation.

**What Factors Keep You from Walking More Often than You Do Now?—Chart 45, Chart 46, Chart 47, and Chart 48** present the answers to this question for all respondents. The questions apply, even if the respondent indicated no willingness to consider walking 5-to-10 minutes. These responses are quite similar among these 4 modes Two factors could be provided by each respondent.

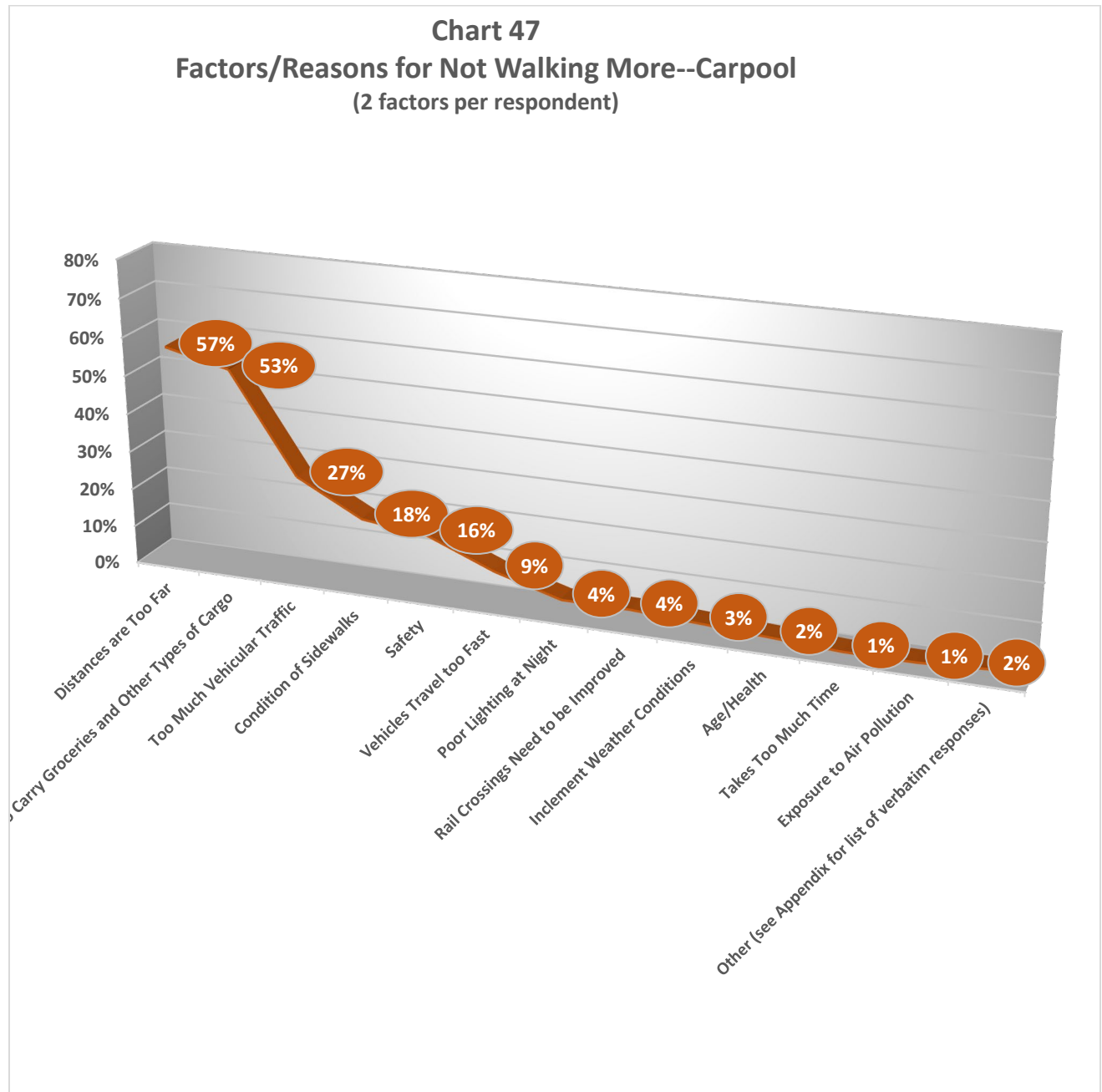
**Chart 45** indicates what factors tend to keep these primary walkers from walking more. The dominant reason is the need to carry groceries and other types of cargo (56 percent). A secondary reason is that distances are too far (40 percent). Safety (23 percent), Too Much Vehicular Traffic (18 percent), Poor Lighting at Night (18%), and Vehicles Travel Too Fast (16 percent) followed. Other responses include “not enough hiking trails in Old and New Encinitas,” “not enough walking path connectivity,” and “no sidewalks.”



**Chart 46** indicates that there are 2 dominant reasons why Drive Alone respondents do not walk more than they currently do. These reasons are Distances Are Too Far (57 percent) and Need to Carry Groceries and Other Types of Cargo (55 percent).

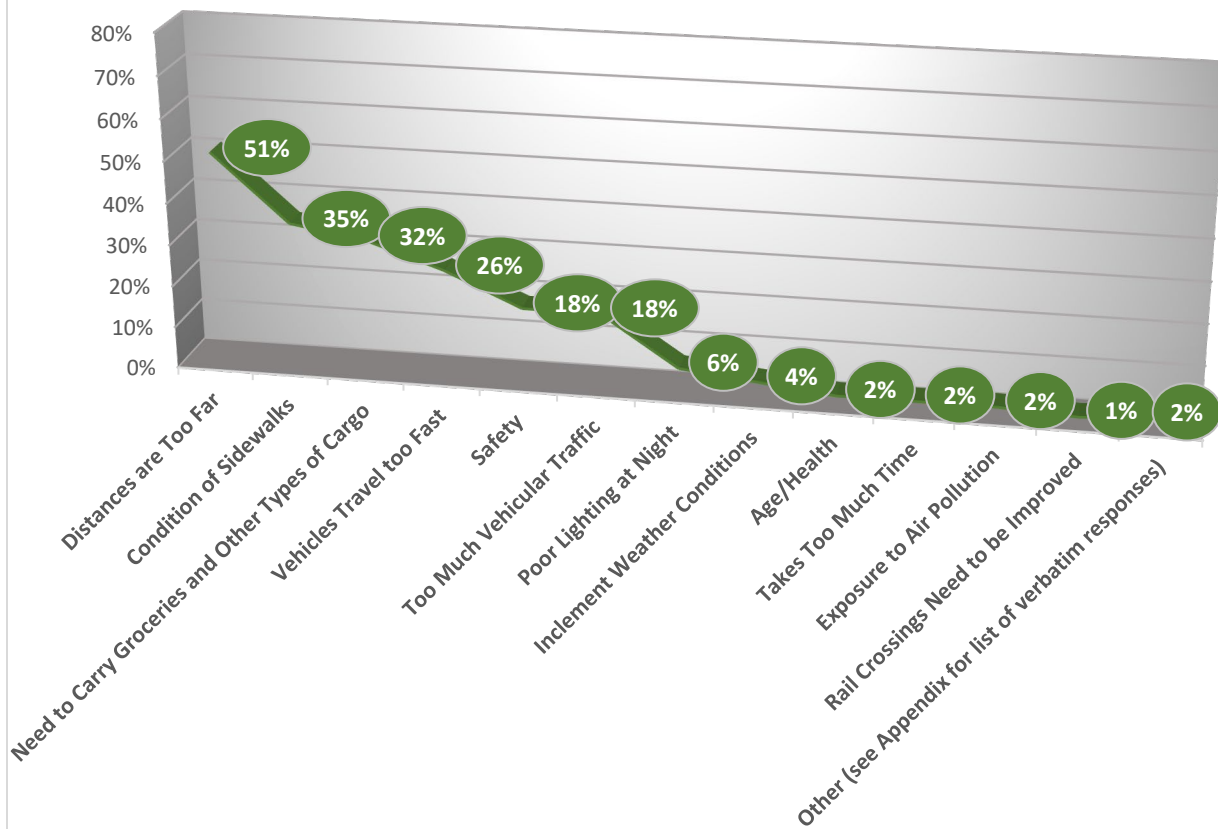


**Chart 47** indicates that the reasons why carpool users do not walk more for their travel needs are much the same. Distances Are Too Far (57 percent) and Need to Carry Groceries and Other Types of Cargo (53 percent) create unworkable walking conditions. Too Much Vehicular Traffic (27 percent) plays more of a discouraging role for carpoolers than for the other modes.



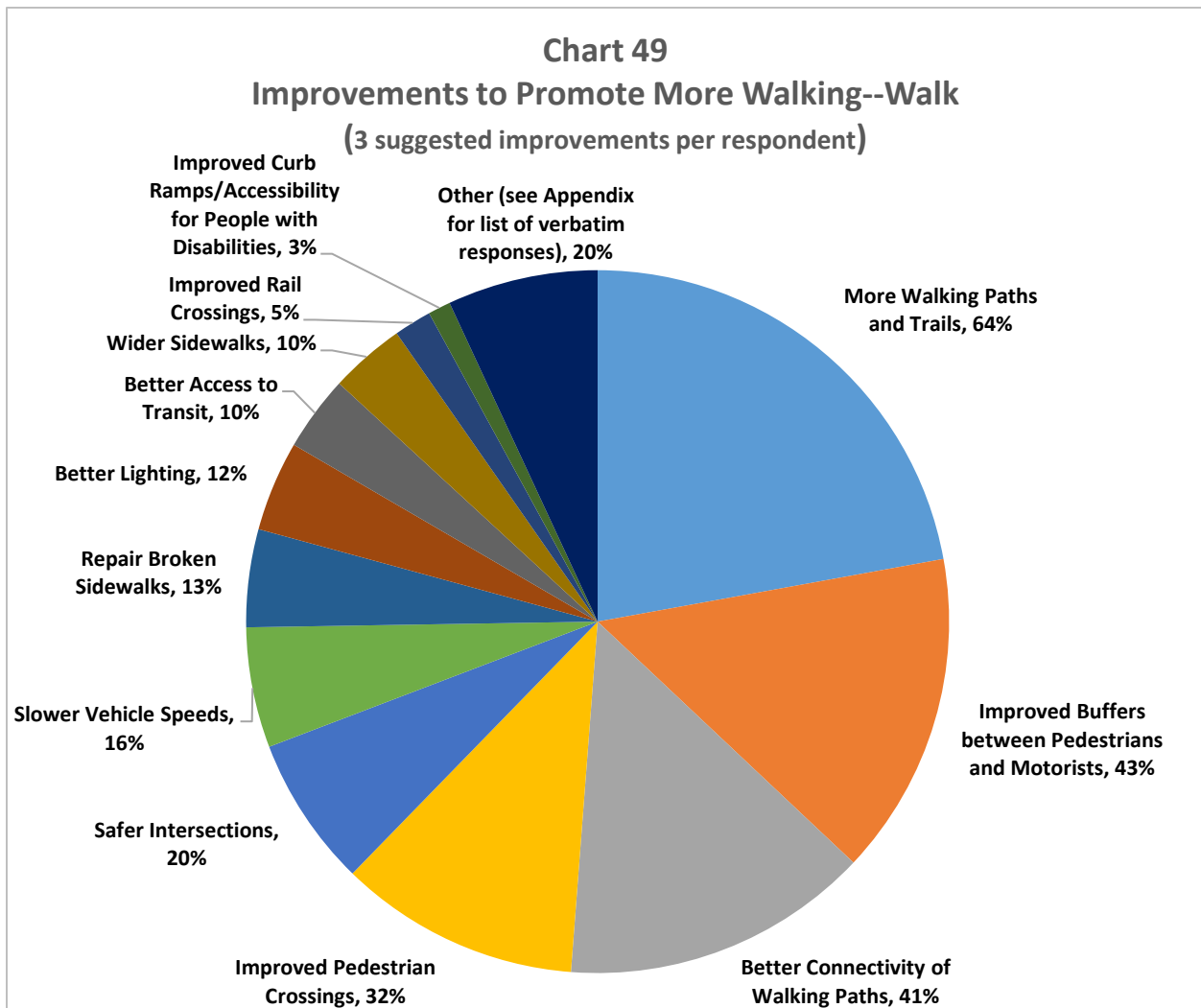
**Chart 48** indicates that the reasons why bicycle users do not walk more for their travel needs are also much the same, with added factors that do not show themselves for other modes—Sidewalk Condition and Vehicles Travel Too Fast. Distances Are Too Far (51 percent) is followed by Condition of Sidewalks (35 percent), Need to Carry Groceries and Other Types of Cargo (32 percent), Vehicles Travel Too Fast (26 percent). Safety and Too Much Vehicular Traffic (18 percent each) also are negative factors for bicyclists walking more.

**Chart 48**  
**Factors/Reasons for Not Walking More--Bicycle**  
 (2 factors per respondent)



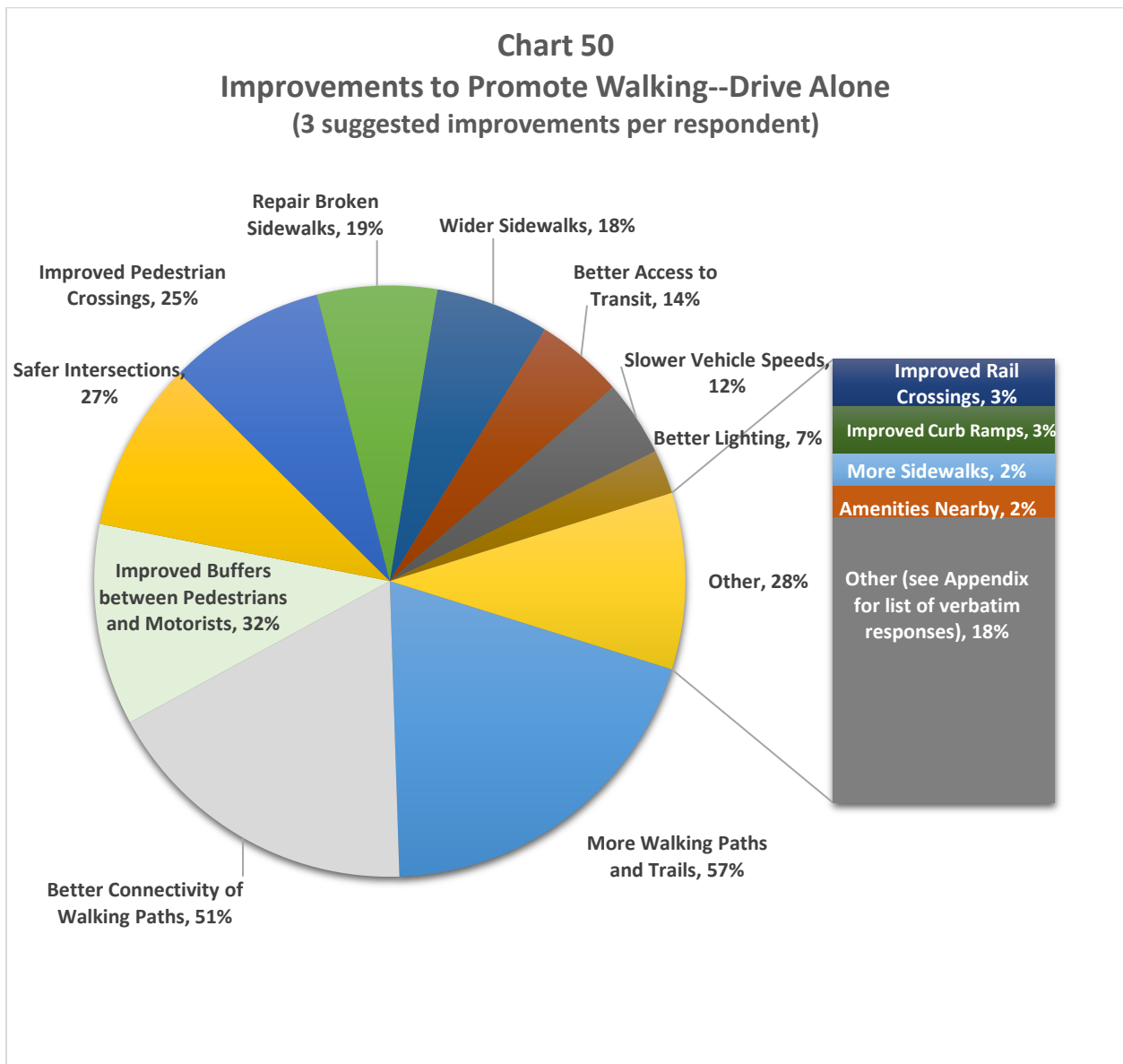
**What Improvements Would You Suggest to Promote More Walking by Residents and Workers in Encinitas?**—Chart 49, Chart 50, Chart 51, and Chart 52 indicate some of the improvements that walkers, drivers, carpoolers and bicyclists identify as most needed to promote more walking in Encinitas. Each respondent was asked to provide up to 3 improvements. There is substantial similarity among these four modes for the highest priorities, but some differences at the secondary level.

When asked what 3 improvements the primary mode walkers would suggest (**Chart 49**) to promote more walking by residents and workers in Encinitas, they offered More Walking Paths and Trails (64 percent), Improved Buffers Between Pedestrians and Motorists (43 percent), Better Connectivity of Walking Paths (41 percent), and Improved Pedestrian Crossings (32 percent) as the preferred improvements.



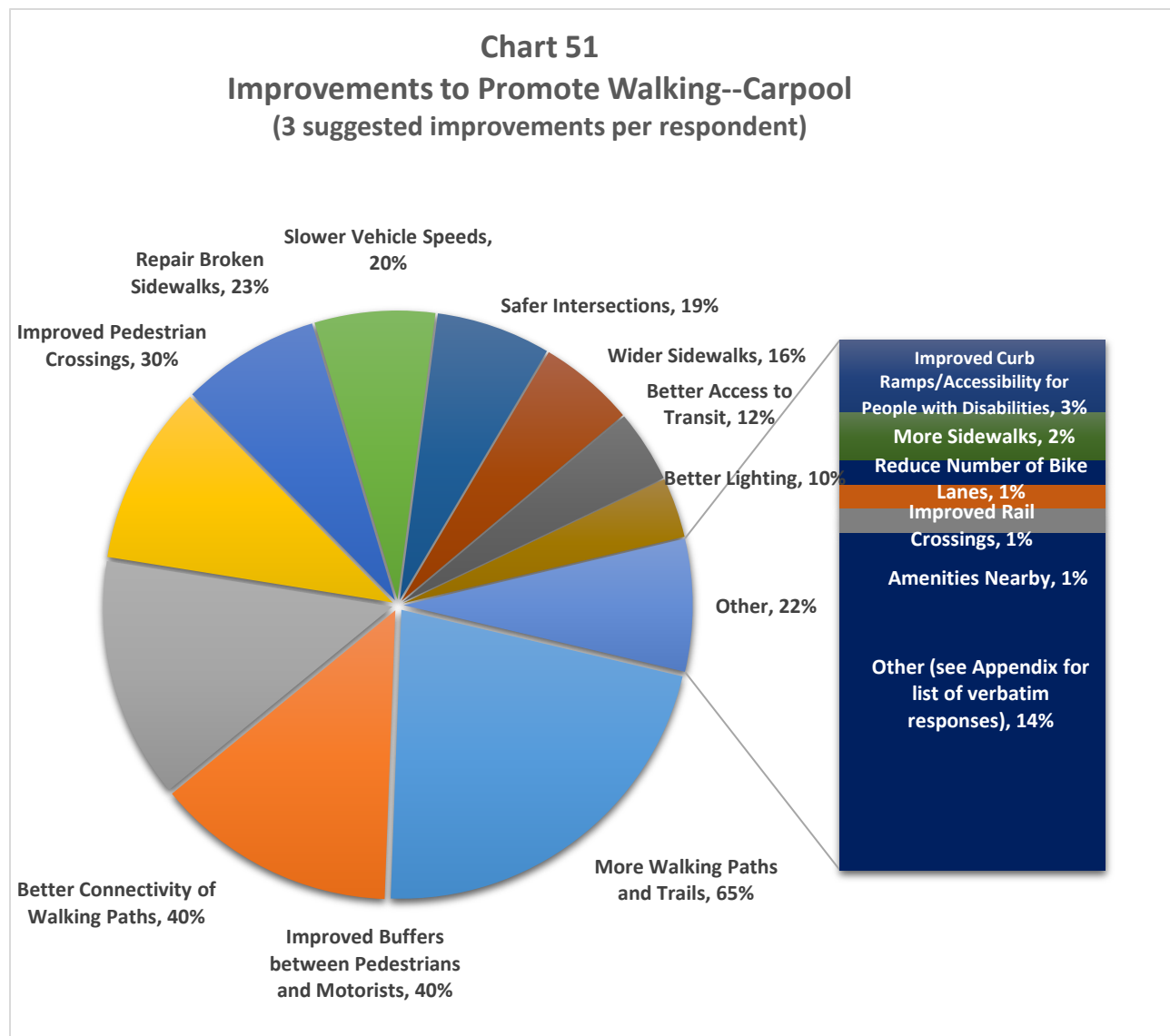
Among the 20 percent who offered other improvements in **Chart 49**, the improvements mentioned most were “separate bicycles from pedestrians” and “mandate that bicycles stop at stop signs and stop lights.”

**Chart 50** reveals that those who drive alone recommend as their strongest suggested improvement More Walking Paths and Trails (57 percent). This is followed by Better Connectivity of Walking Paths (51 percent), Improved Buffers Between Pedestrians and Motorists (32 percent), Safer Intersections (27 percent), and Improved Pedestrian Crossings (25 percent) .



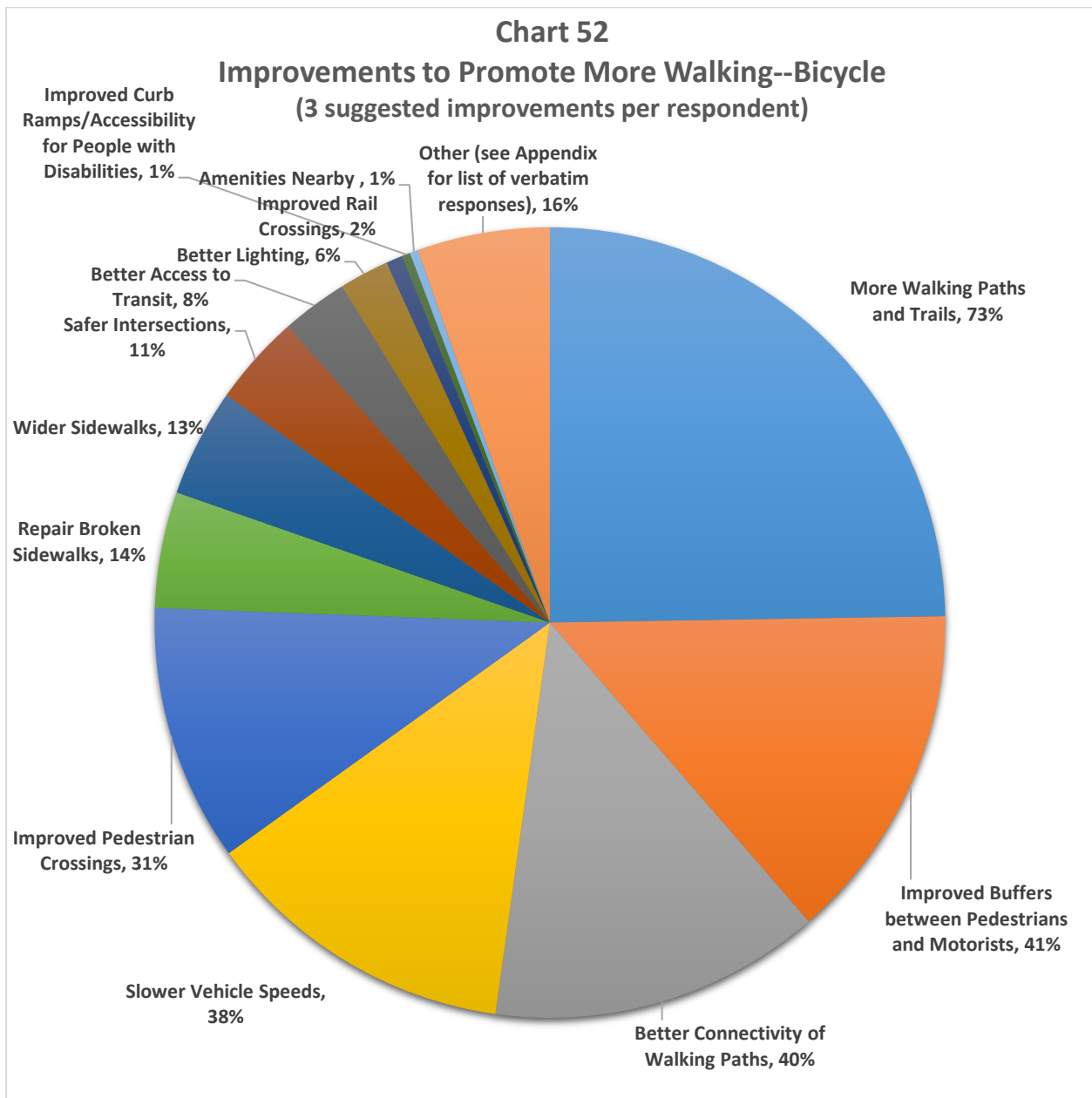
In **Chart 50**, 18 percent of these drivers offered other suggestions. The most frequently mentioned (and mostly negative) were “walking makes you sweaty;” “there is plenty of walking already, especially downtown;” “nothing will encourage more walking;” “people are too busy to walk;” “too many kids on electric bikes;” “enforce bike and pedestrian laws;” “better roads;” “stop high density building;” and “synchronize traffics signals.”

**Chart 51** shows that those who use carpools recommend More Walking Paths and Trails (65 percent) as their first priority improvement. Secondly, the suggestions are Improved Buffers Between Pedestrians and Motorists and Better Connectivity of Walking Paths (each 40 percent). Improved Pedestrian Crossings (30 percent), and Repair Broken Sidewalks (23 percent). An additional 14 percent of carpool respondents provided other suggestions, including “fewer scary people” and “create sidewalks.”





**Chart 52** indicates that the top improvement recommended by regular bicycle users is also More Walking Paths and Trails (73 percent). There are 3 recommendations in the second tier. These suggestions include improved Buffers between Pedestrians and Motorists (41 percent), Better Connectivity of Walking Paths (40 percent), Slower Vehicle Speeds (38 percent), and Improved Pedestrian Crossings (31 percent). An additional 16 percent provided other suggested improvements, the most frequently cited of which include “control kids on e-bikes;” “control homeless on sidewalks and storefronts;” “more green space—less concrete and asphalt;” “close Main Street every Sunday;” and “create a bike/walking trail under SDG&E.”



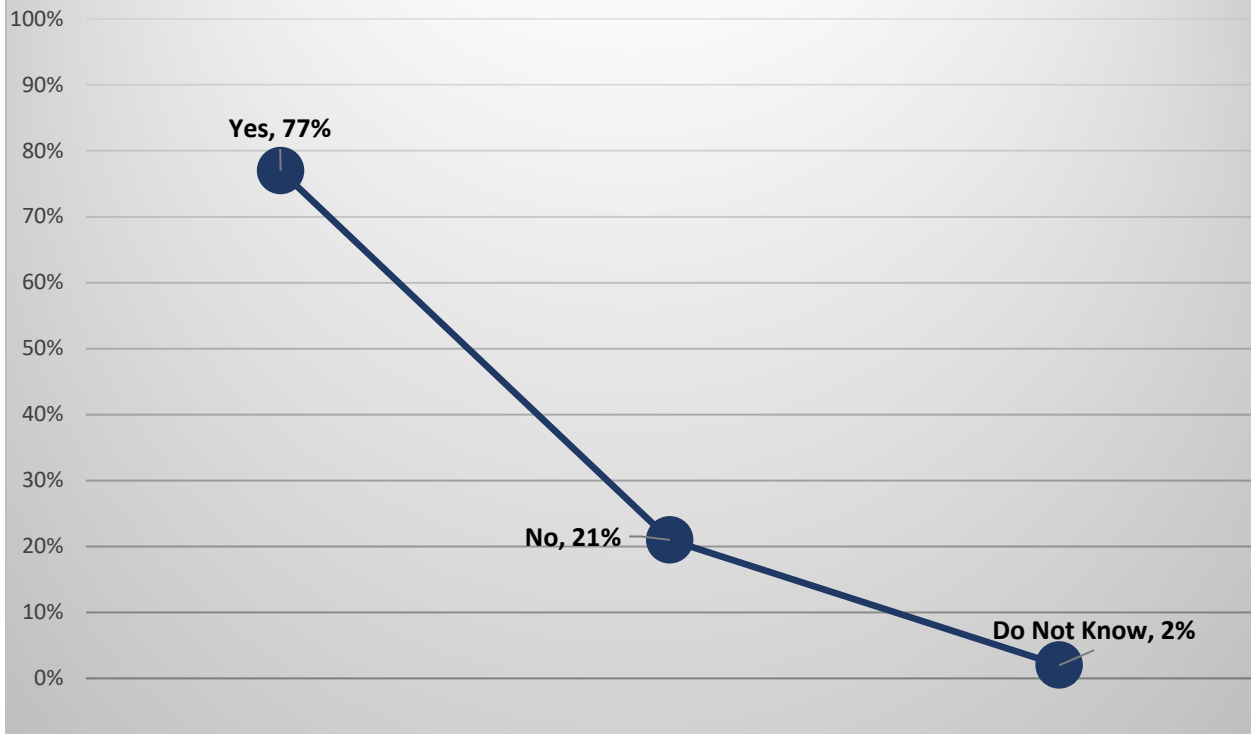
### Is Walking Safe?

There was one last walk-related question that was posed to all primary transportation mode respondents. That question asked everyone, whether they walked or not, if they thought that walking was a safe method of travel. **Chart 53** shows the not surprising result that 88 percent of the primary walk respondents find it to be a safe mode of travel. The fact that 10 percent of walkers think that walking is unsafe, however, is of some interest.

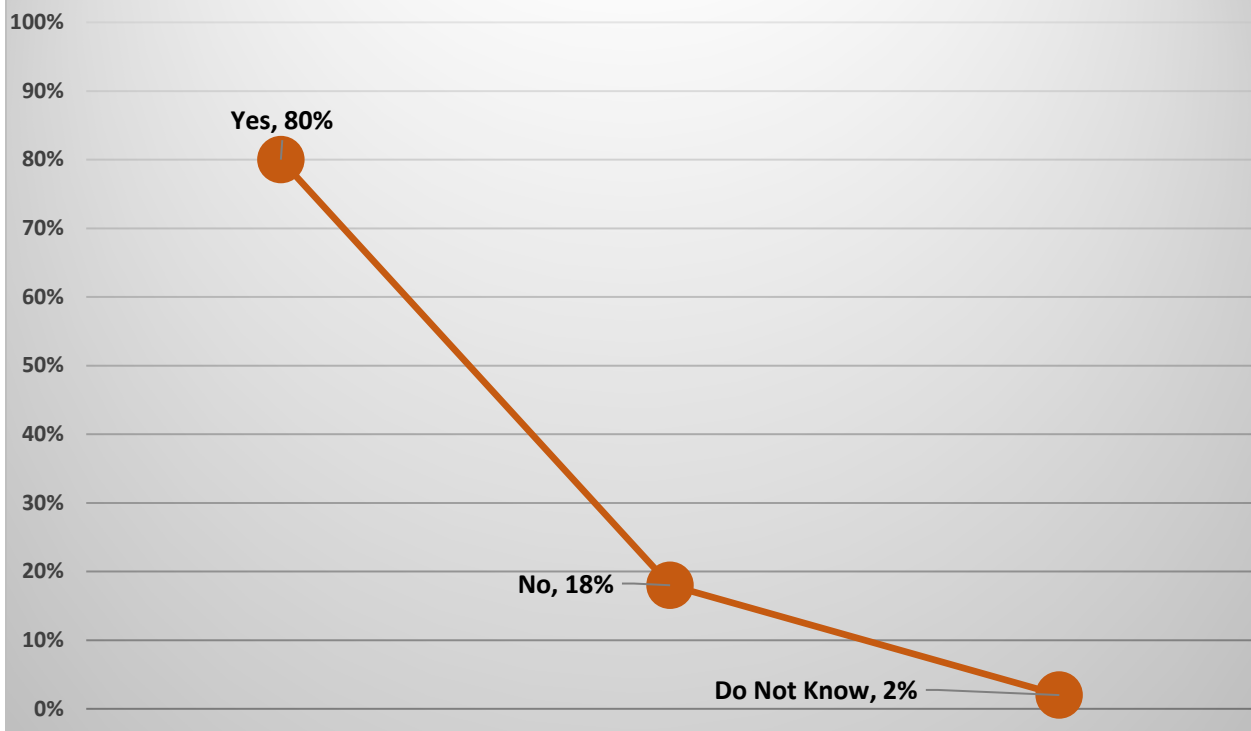


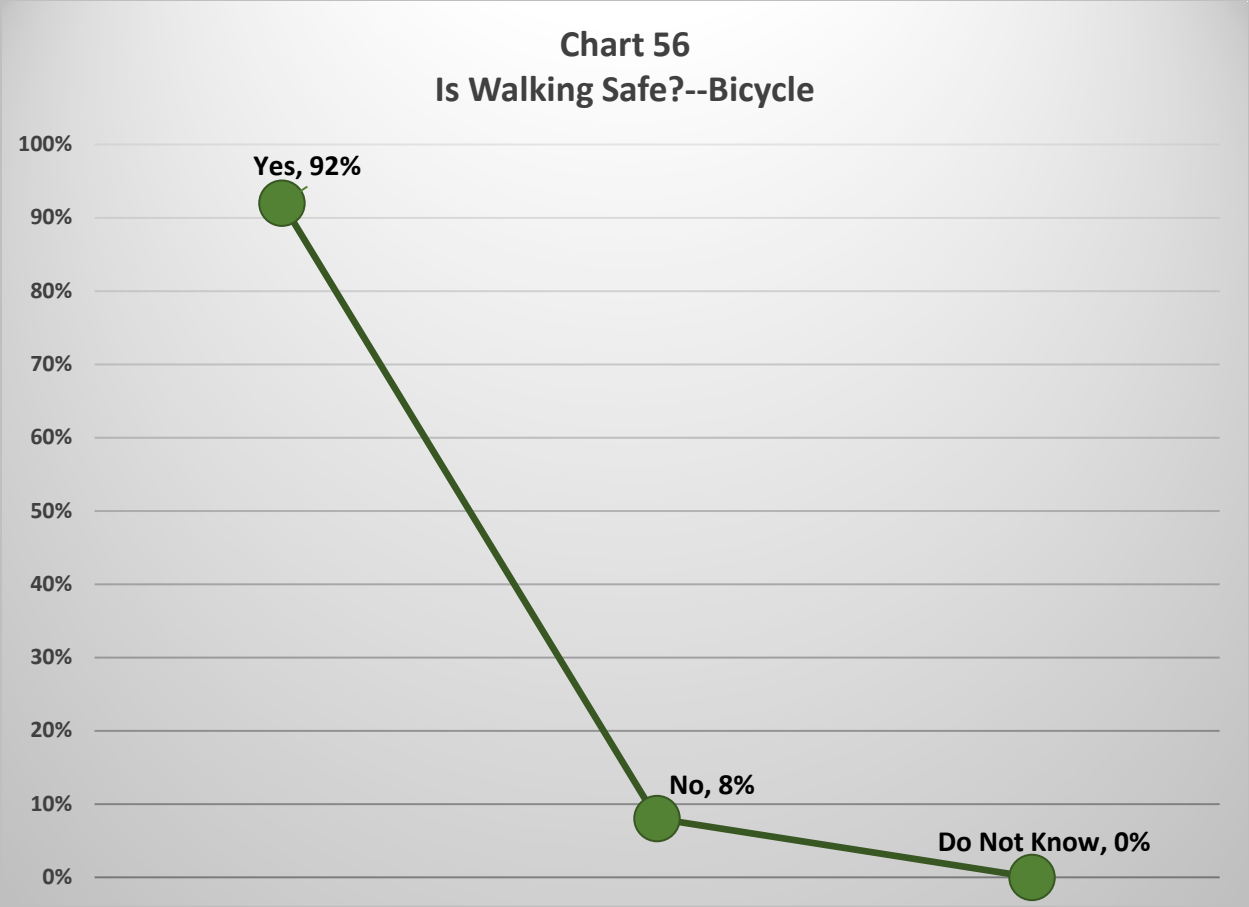
Among the other three modes, the perception of walking safety is somewhat lower, but still relatively high. **Chart 54, Chart 55, and Chart 56** indicate that 77 percent of Drive Alone respondents think that walking is safe; 80 percent of Carpool respondents also find walking to be a safe mode; and Bicycle respondents join the safe walking respondents with 92 percent of them (4 percent higher than among walkers) perceiving walking to be safe.

**Chart 54**  
**Is Walking Safe?--Drive Alone**



**Chart 55**  
**Is Walking Safe?--Carpool**





**Summary of Walking in Encinitas:**

- By far, Health and Exercise is the primary motivation for walking among all 4 modes. Environmental Concerns are the next highest influence upon the choice to walk or consider walking.
- Walking to Recreational sites are most frequent among walkers. Dining and Shopping/Errands follow.
- There is a substantial willingness to walk or consider walking among all 4 modes.
- The biggest obstacles to walking more are that Distances Are Too Far to walk and there is the Need to Carry Groceries and Other Cargo.
- In order to encourage more walking by residents and workers in Encinitas, More Walking Paths are the most suggested improvement, followed by Better Connectivity of Walking Paths and Improved Buffers Between Pedestrians and Motorists.
- Walking is seen by all 4 modes to be a very safe method of transportation around Encinitas.

## **Analysis of Bicycling in Encinitas:**

### **Influences, Obstacles, Considerations, Destinations, and Suggested Improvements**

A large portion of the survey concerned issues pertaining to bicycling in Encinitas, such as:

- What factors influence respondents to bicycle?
- What would encourage a greater amount of bicycling?
- What obstacles exist that are preventing more bicycling?
- To what types of destinations do or could respondents bicycle?
- What improvements are suggested to promote more bicycling in Encinitas?

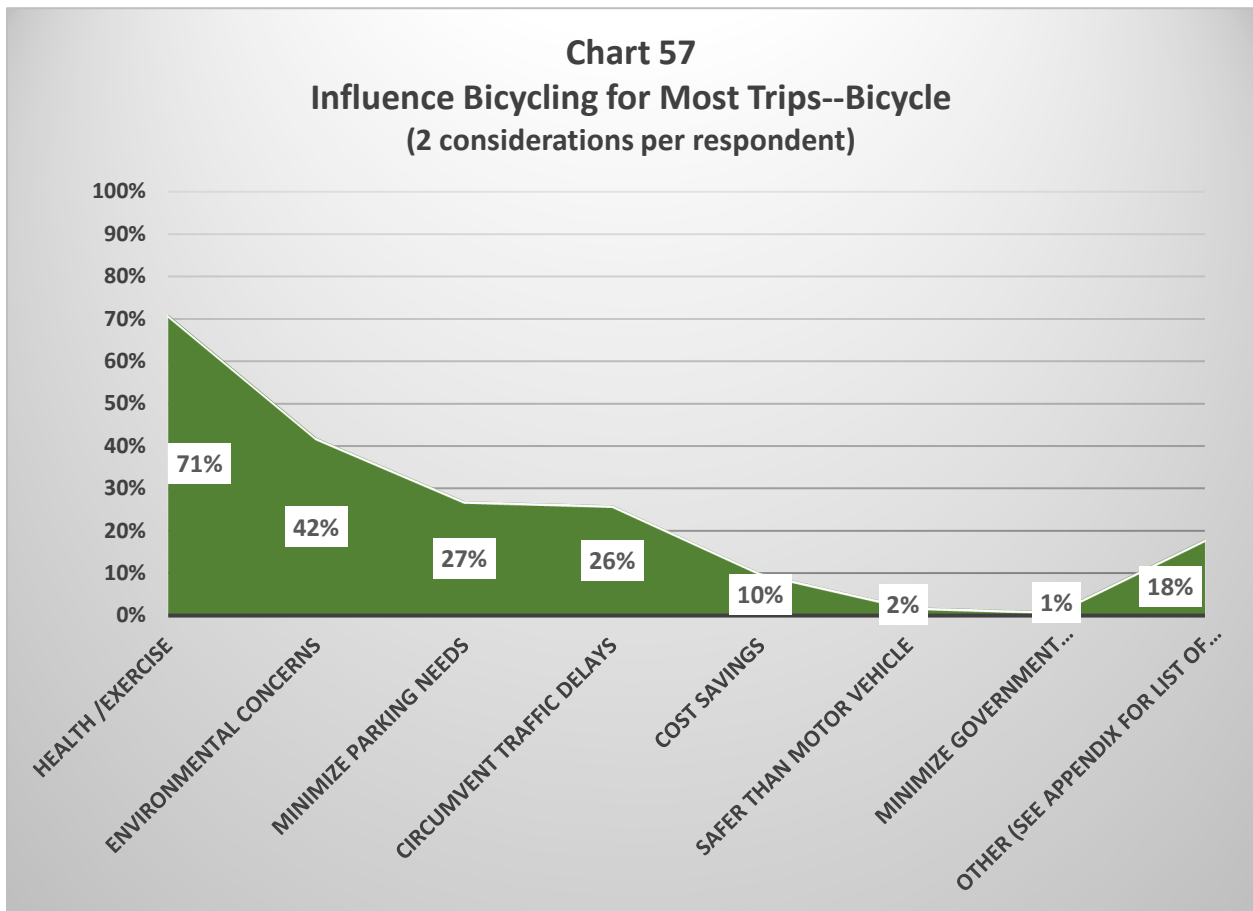
This section of the report will consider these issues in three subsections:

- Questions asked of those respondents who bicycle as their primary mode presently
- Questions asked of those respondents whose primary mode is driving alone, walking, or carpooling
- Questions asked of all four primary modes

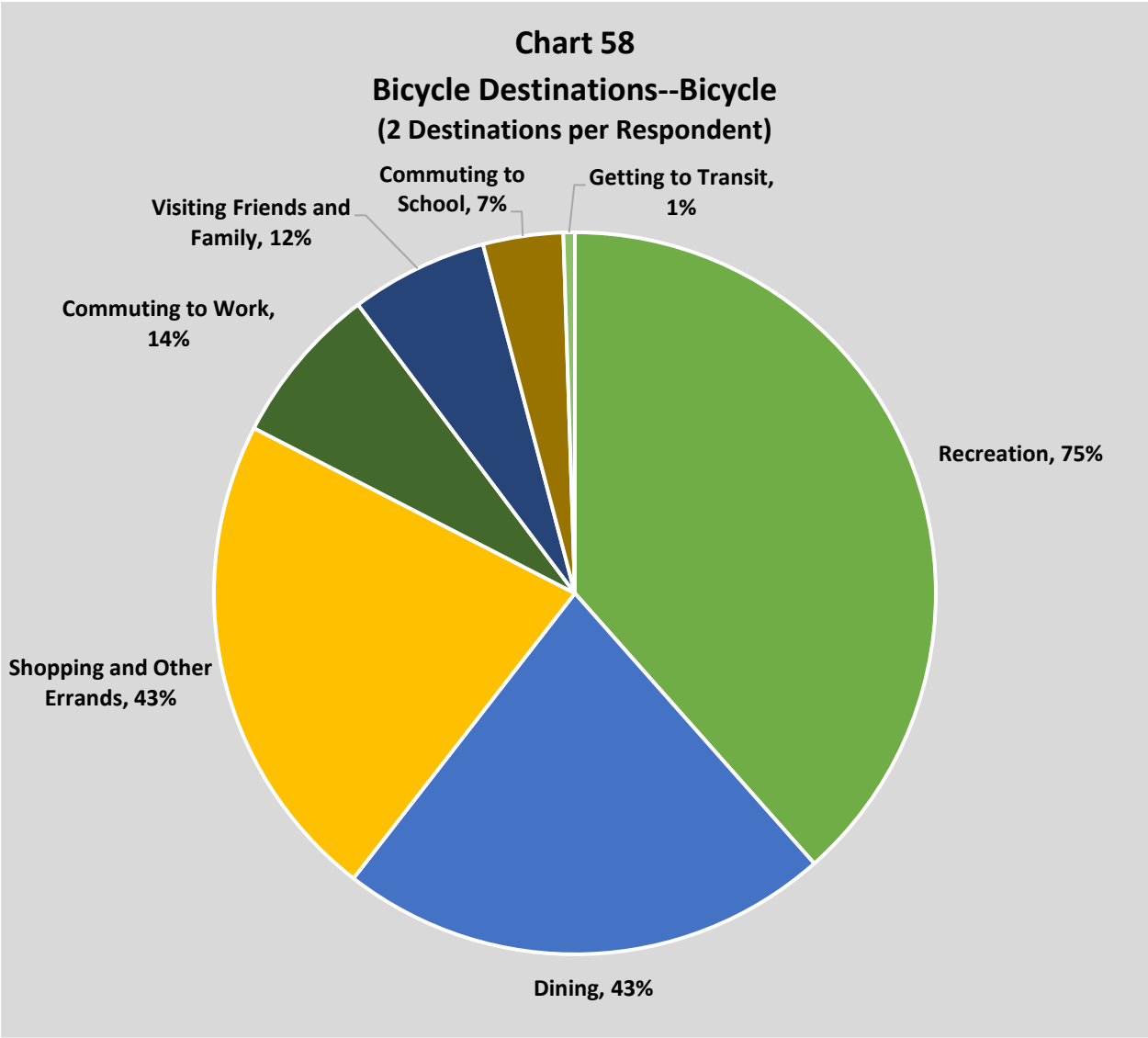
### **Bicycle-Related Questions Asked of Respondents Who Bicycle as Their Primary Mode:**

Two questions were asked of respondents whose primary mode of travel around Encinitas is to bicycle. These respondents were asked about 1) what influenced them to use a bicycle for most trips, and; 2) what were the two most frequent types of destinations to which they bicycled **Chart 57 and Chart 58** present bicycling respondent answers to survey questions meant only for them.

**Chart 57** shows the various considerations that influence bicycle riders to use their bicycle for most of their transportation needs. Each respondent was asked to provide up to 2 considerations. The dominant consideration that influences bicycle riders, as was the case with walkers, is Health and Exercise (71 percent). Following Health and Exercise are the considerations of Environmental Concerns (42 percent), Minimizing Parking Needs (27 percent), and Circumvent Traffic Delays (26 percent). A portion of respondents offered other influences not asked in the survey (18 percent). These additional responses include “fun/pleasure/enjoyment” (totaling 15 percent, which would make it the fifth most important influence) and “all of the above.”



**Chart 58** shows that respondents who primarily bicycle around Encinitas go most often to recreational locations (75 percent of respondents who were offered the opportunity to name up to 2 destinations, which is again quite similar to walking destinations). Dining or restaurant destinations and Shopping and Other Errands are tied for second (43 percent).

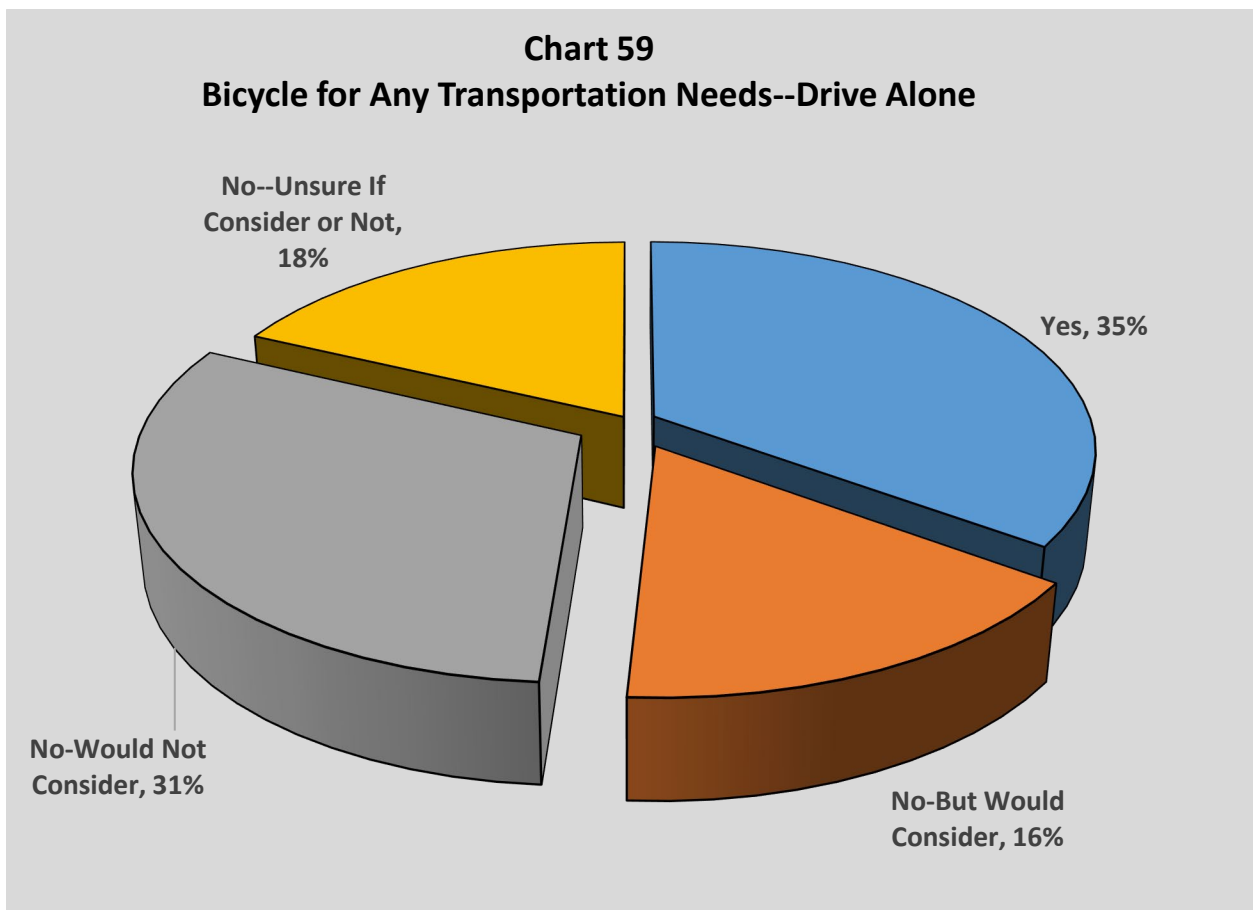


## Bicycle-Related Questions Asked of Respondents Who Drive Alone, Carpool or Walk as Their Primary Mode

Four bicycle-related questions were asked of respondents whose primary mode of travel around Encinitas is Drive Alone, Carpool, or Walk.

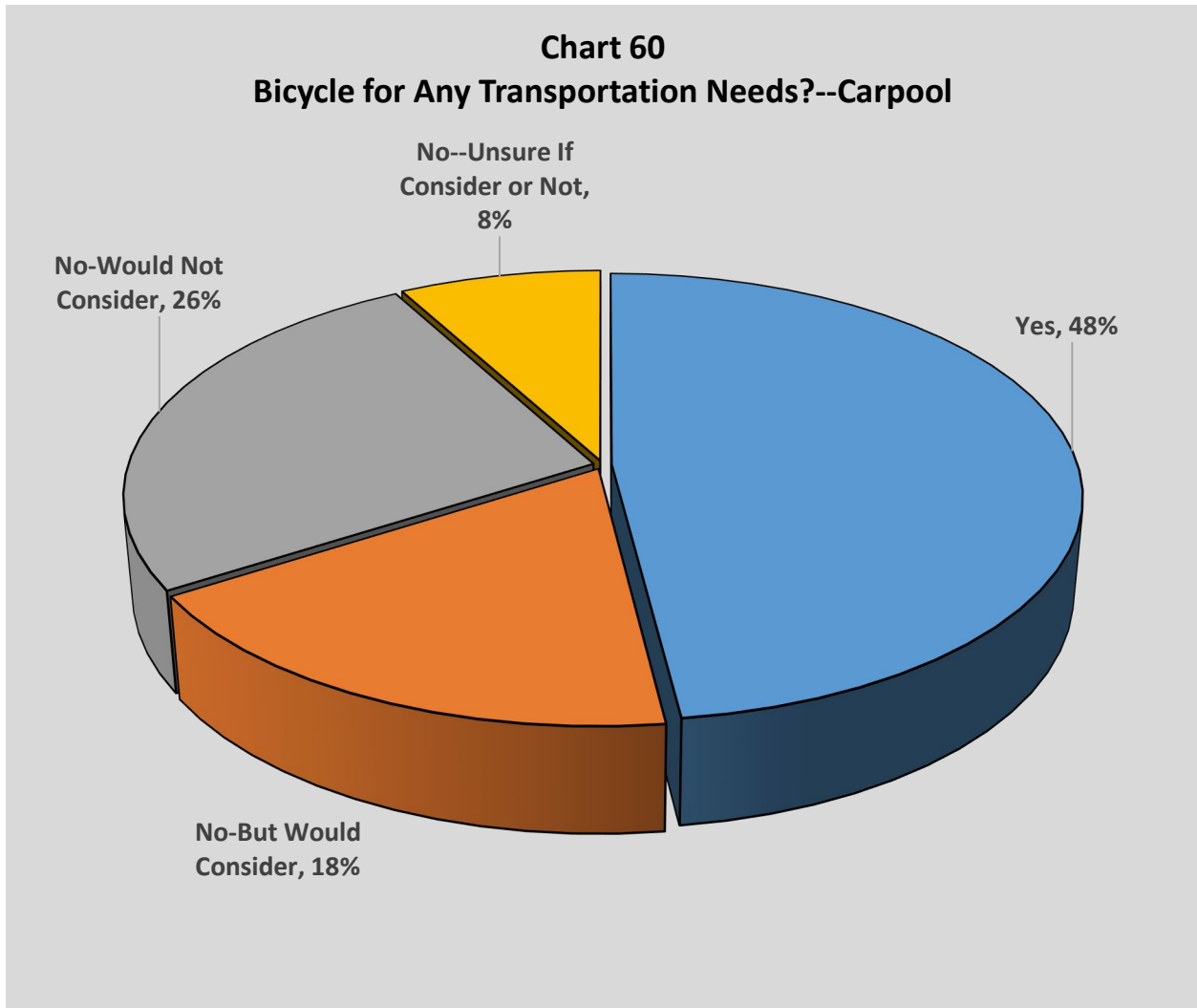
**Do You Currently use a Bicycle for Any Portion of Your Transportation Needs?**--Chart 59, Chart 60, and Chart 61 address whether these respondents currently use a bicycle for any purpose, and, if not, whether they might consider doing so. All three of these charts show similar results.

**Chart 59** shows that 35 percent of Drive Alone respondents sometimes bicycle, that 16 percent would consider it and another 18 percent are uncertain. Almost one-third (31 percent) would not even consider using a bicycle. This is not nearly as positive as the parallel walking response (Chart 39).

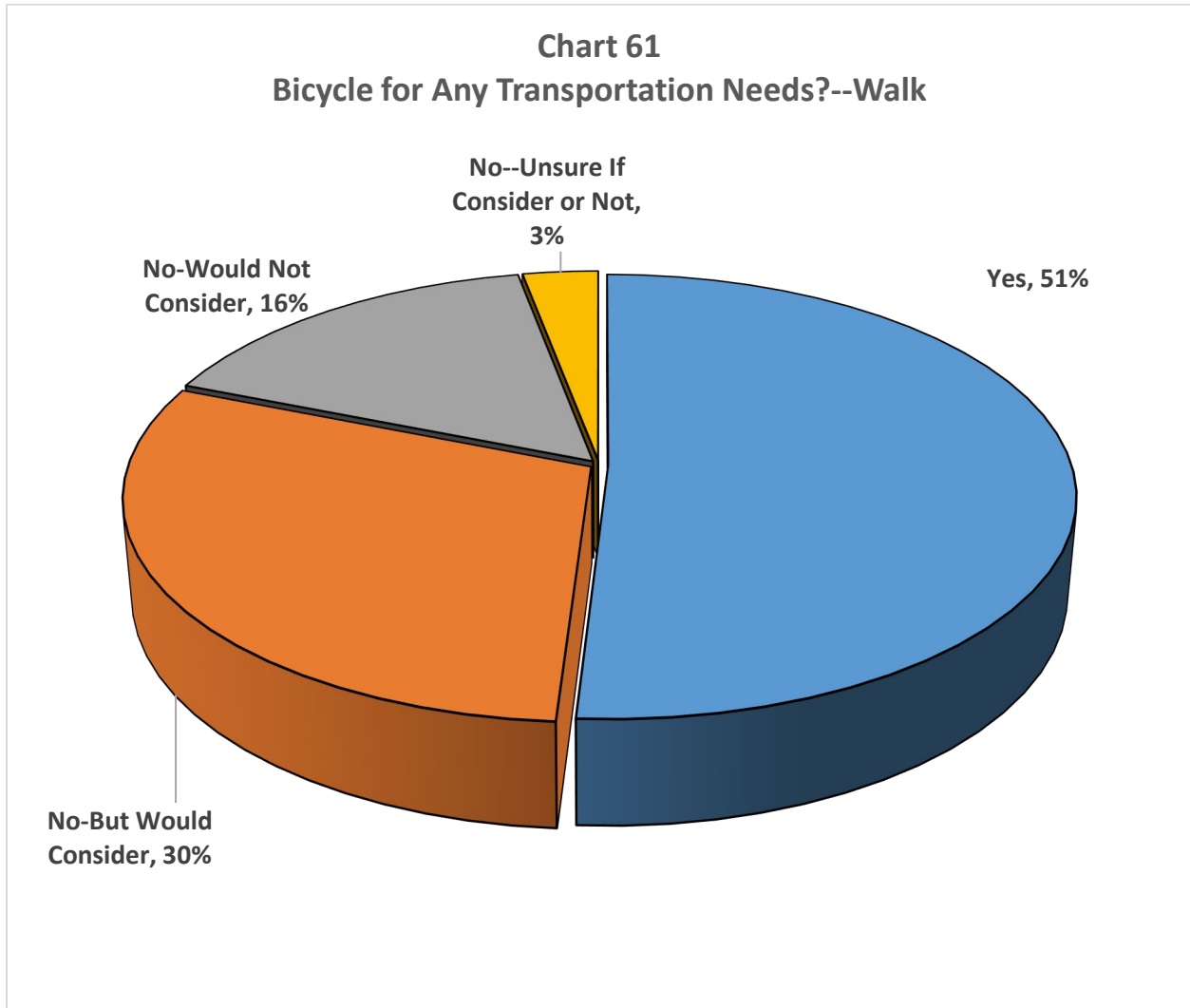




A higher proportion of Carpool users (48 percent) also bicycle to fulfill some of their travel needs (**Chart 60**). Another 18 percent do not currently use a bicycle for any of their travel needs but would consider doing so and 8 percent are unsure. A little more than one-fourth (26 percent) indicate an unwillingness to consider bicycling.



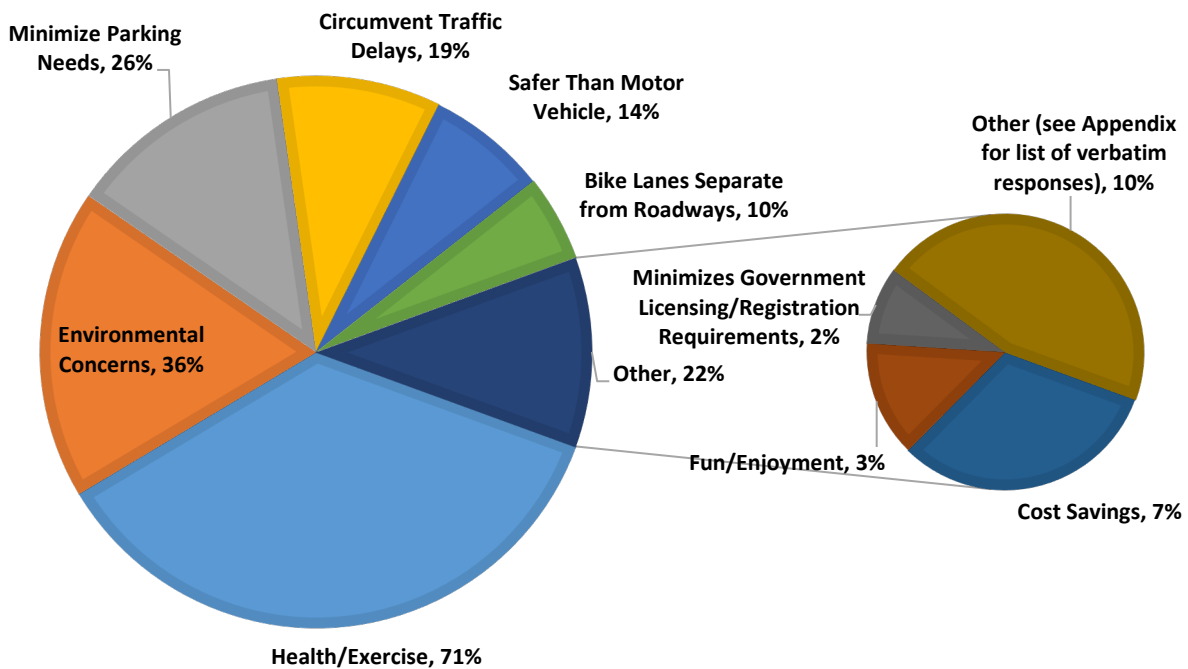
**Chart 61** reveals a more positive willingness among primary mode walkers to use a bicycle for any of their travel needs (51 percent, with another 30 percent willing to consider it).



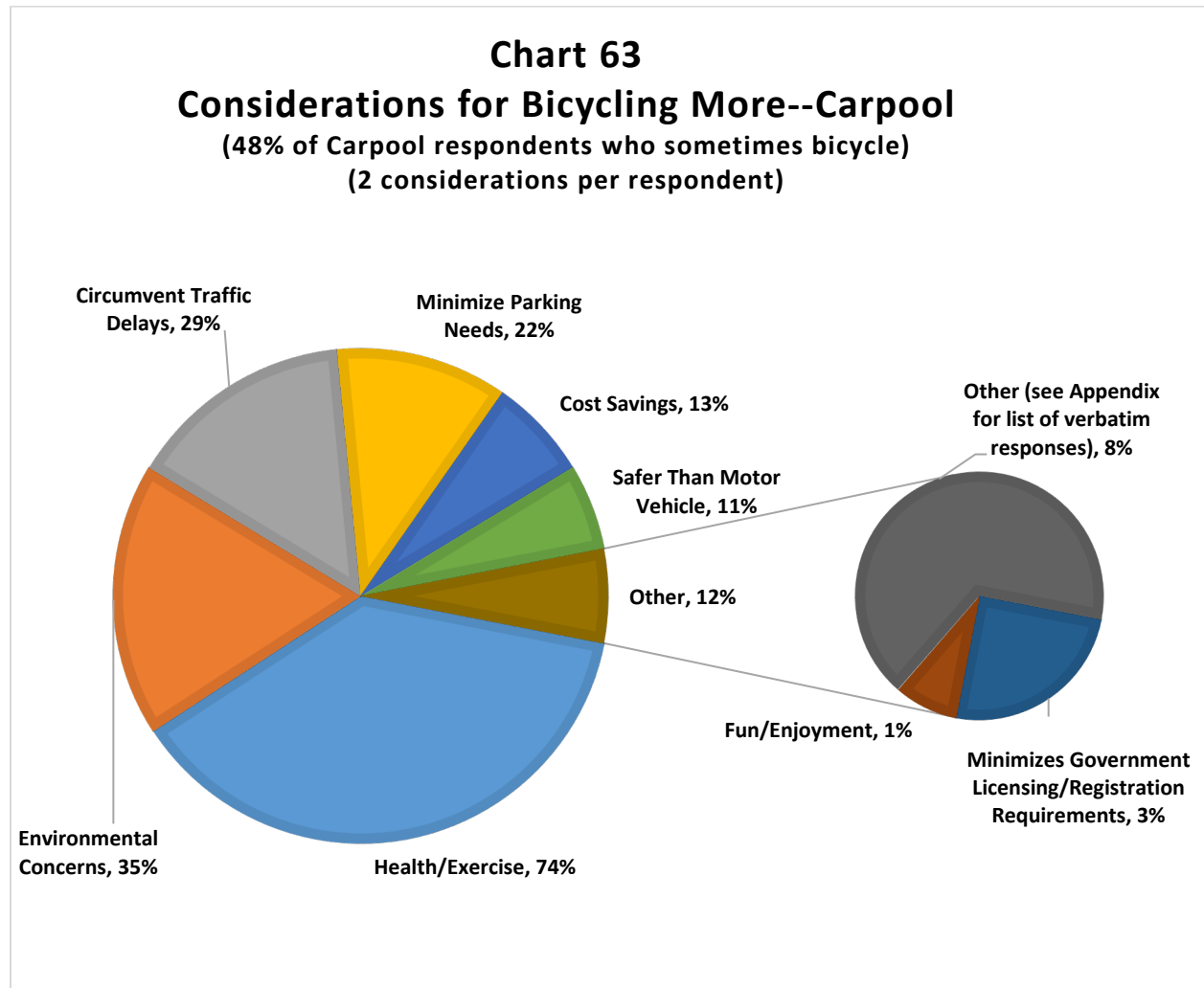
**What Considerations Influence Your Current Use of a Bicycle for More of Your Trips? – Chart 62, Chart 63, and Chart 64** present the answers to this question for the 3 non-bicycling mode respondents who indicated that they do bicycle sometimes. These responses are quite similar among these 3 modes and are also similar to those offered by primary bicycle users in **Chart 57**. Two considerations could be provided by each respondent.

**Chart 62** reveals that the 35 percent of those who drive alone and who indicate that they do sometimes use a bicycle identify that their top considerations for walking as Health and Exercise (71 percent). Other considerations include Environmental Concerns (36 percent), followed by Minimizing Parking Needs (26 percent) and Circumvent Traffic Delays (19 percent). The 10 percent who offered other responses include “safety,” “keep up streets,” and “short trips.”

**Chart 62**  
**Considerations for Bicycling More--Drive Alone**  
 (35% of Drive Alone respondents who sometimes bicycle )  
 (2 considerations per respondent)

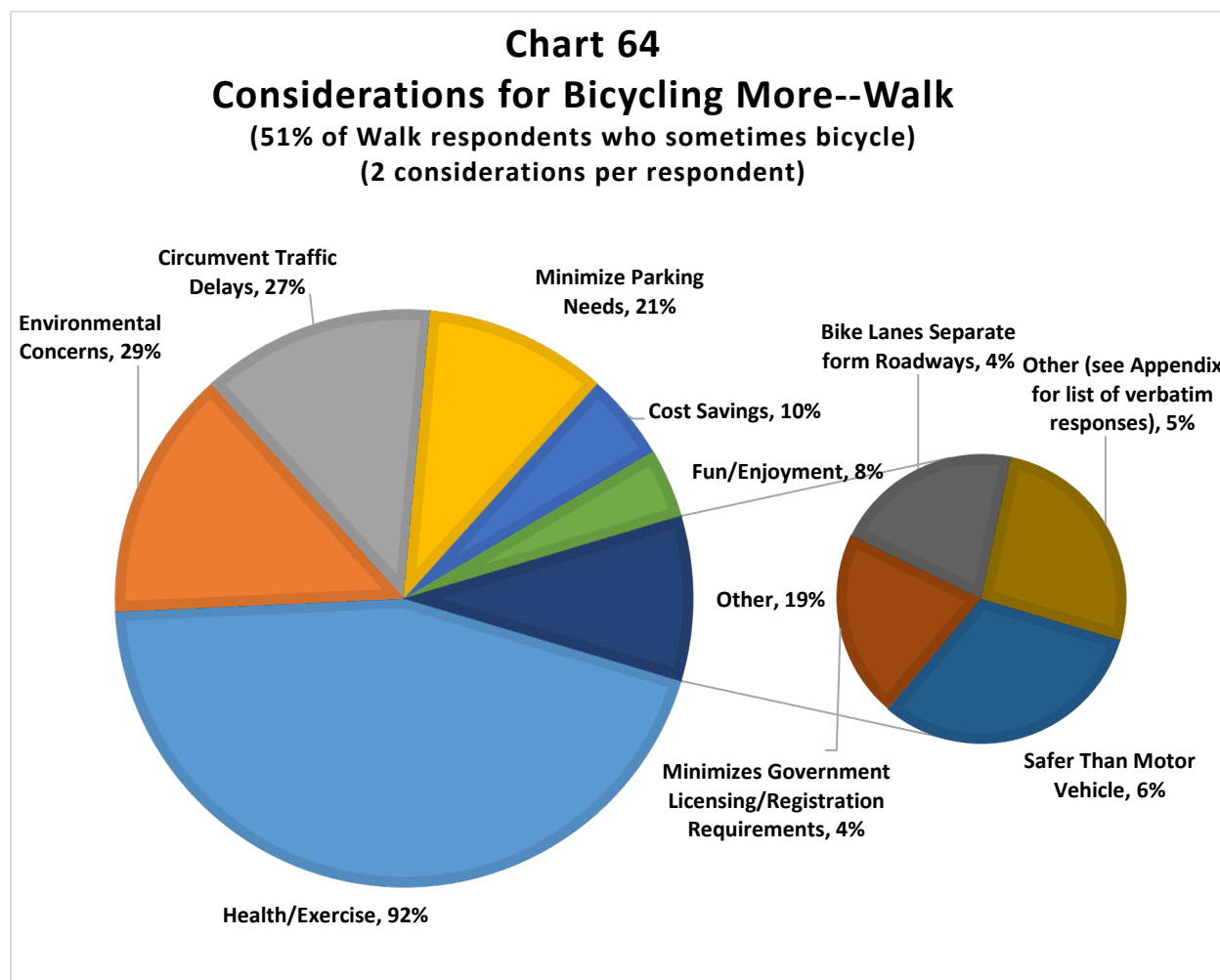


**Chart 63** shows that the 48 percent of those who largely use a carpool to travel around Encinitas and who indicate that they do use a bicycle sometimes also consider Health and Exercise (74 percent) as the most prominent influence. The next highest considerations are, once again, Environmental Concerns (35 percent), Circumvent Traffic Delays (29 percent) and Minimizing Parking Needs (22 percent).



**What Considerations Influence Your Currently Using a Bicycle for More of Your Trips? – Chart 62, Chart 63, and Chart 64** present the answers to this question for the 3 non-bicycling mode respondents who indicated that they do bicycle sometimes. These responses are quite similar among these 3 modes and are also similar to those offered by primary bicycle users in **Chart 57**. Two considerations could be provided by each respondent.

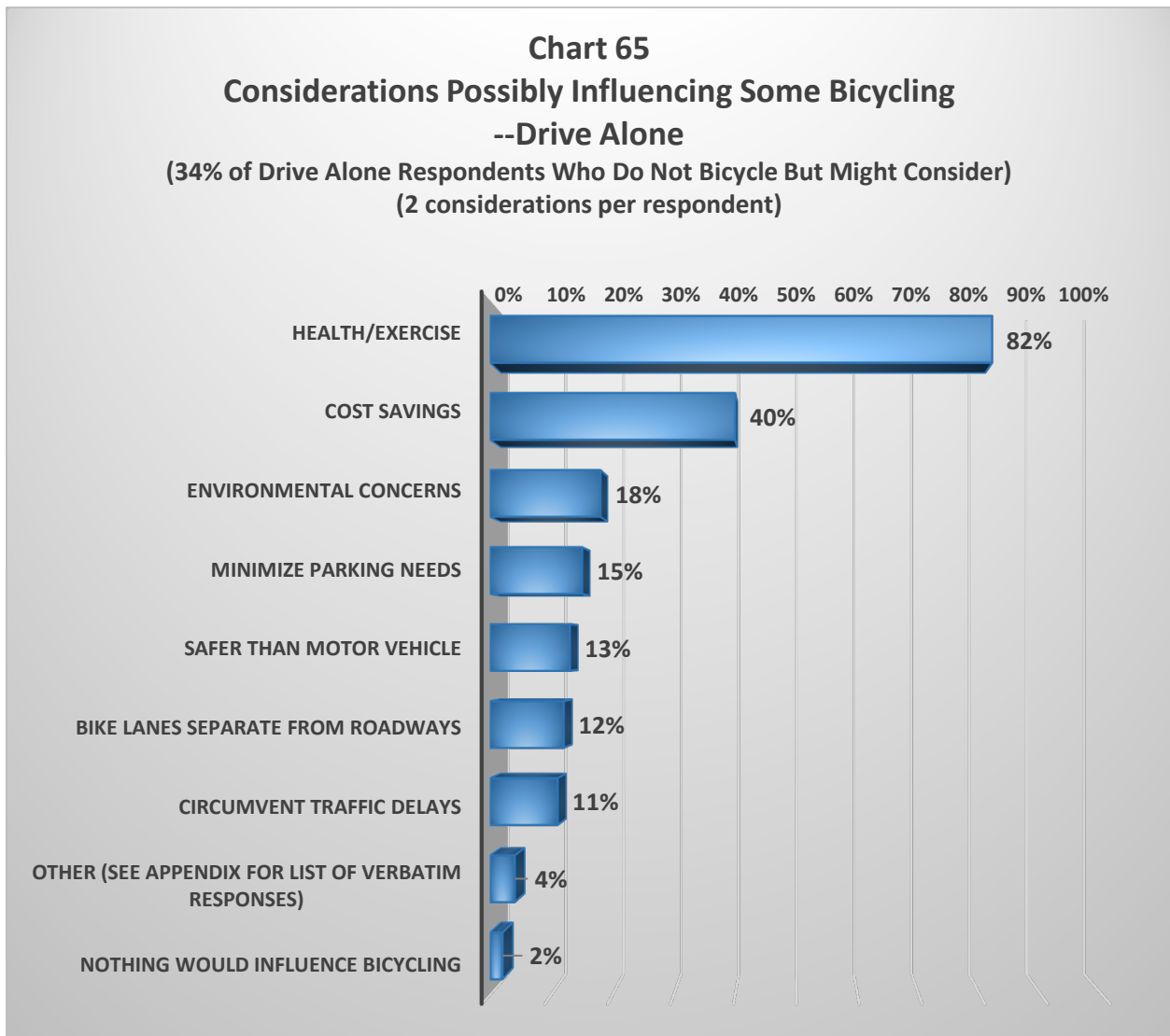
**Chart 64** indicates that the 51 percent who primarily walk to fulfill their predominant travel needs and also sometimes uses a bicycle to address some of those needs also consider Health and Exercise (92 percent) as the prime motivation, followed again by Environmental Concerns (29 percent), Circumvent Traffic Delays (27 percent), and Minimizing Parking Needs (21 percent).



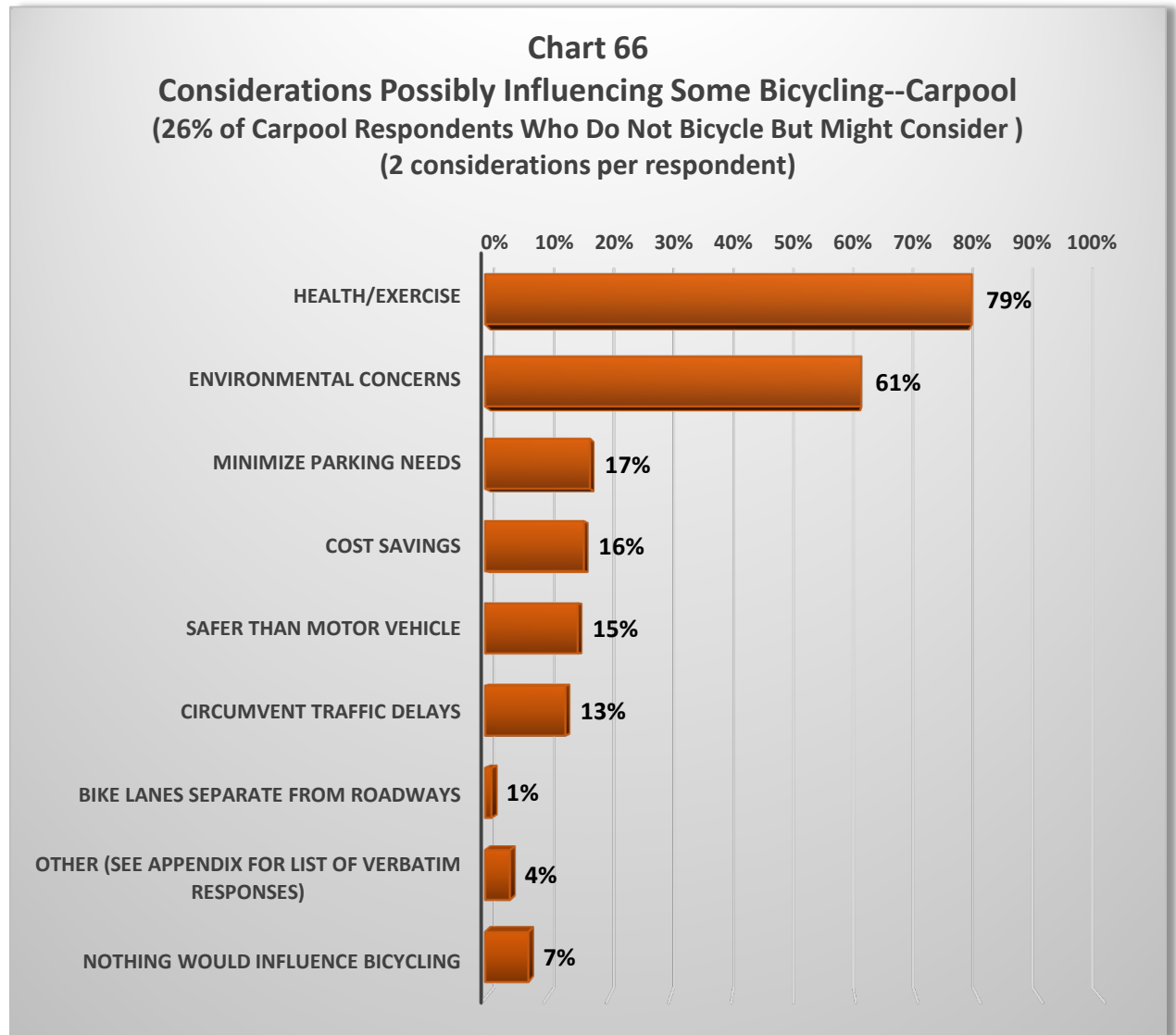
**What Considerations Influence You to Consider Using a Bicycle for Some Trips? – Chart 65, Chart 66, and Chart 67** present the answers to this question for the 3 non-bicycling mode respondents who indicated that they do not currently use a bicycle but would consider it or are unsure<sup>2</sup>. These responses are quite similar among these 3 modes and are also similar to those offered by primary bicycle users in **Chart 57** and by occasional users in **Chart 62, Chart 63, and Chart 64**. Two considerations could be provided by each respondent.

<sup>2</sup> Note that these charts include respondents who would consider using a bicycle but do not presently; whereas the prior three charts reflected respondents who do occasionally use a bicycle.

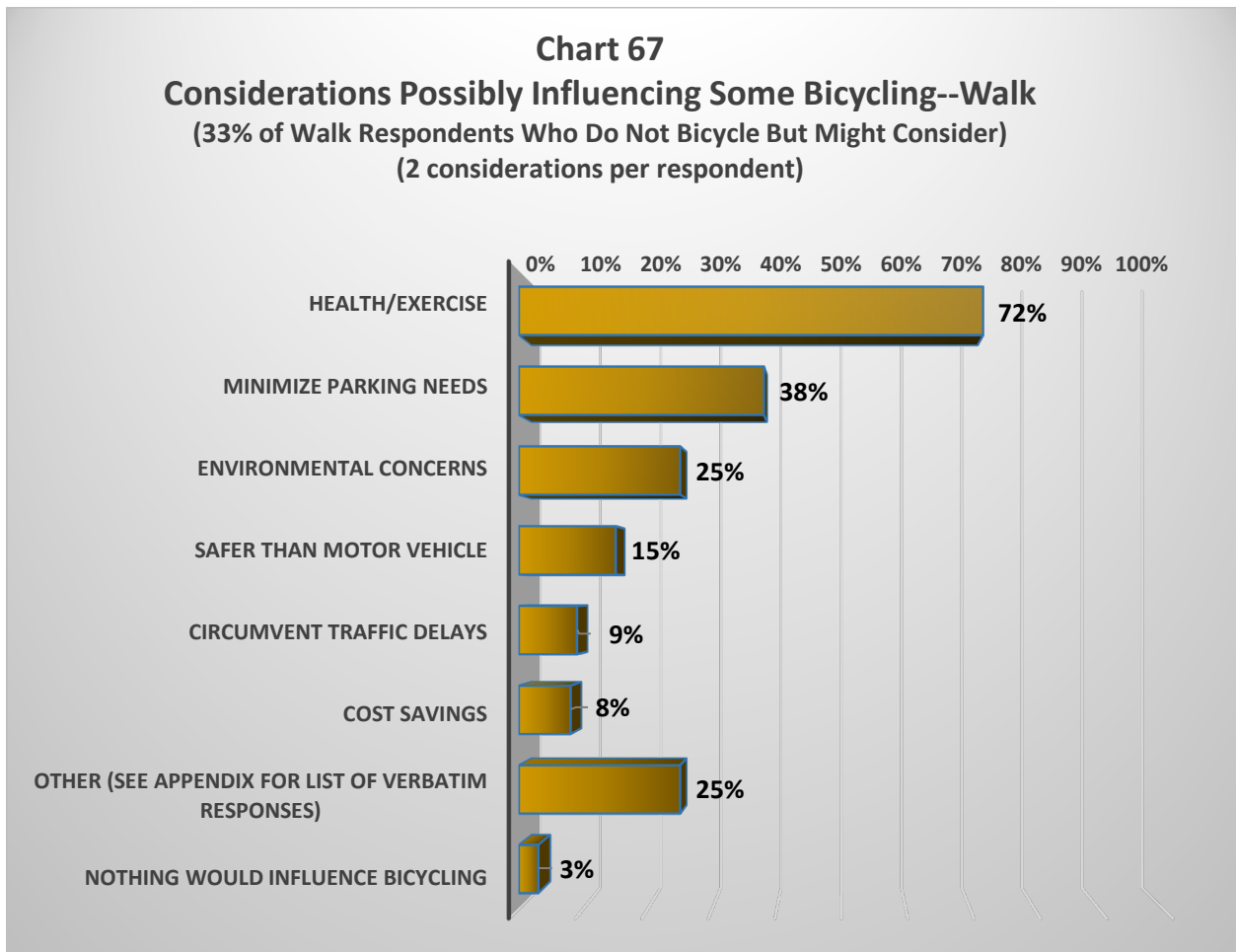
**Chart 65** parallels prior bicycling charts in its indication that Health and Exercise (82 percent) is the primary motivator for Drive Alone respondents who might consider bicycling (34 percent including 18 percent who would consider bicycling and 16 percent who are unsure). Cost savings (40 percent) is revealed to be a more important consideration for these potential bicyclists than it was for those who do bicycle on most or some occasions. As with other charts, Environmental Concerns (18 percent) follows.



**Chart 66** parallels prior bicycling charts in its indication that Health and Exercise (79 percent) is the primary motivator for Carpool respondents who might consider bicycling (18 percent would consider and 8 percent unsure). As with other charts concerning considerations that influence bicycling, Environmental Concerns (61 percent) follows.



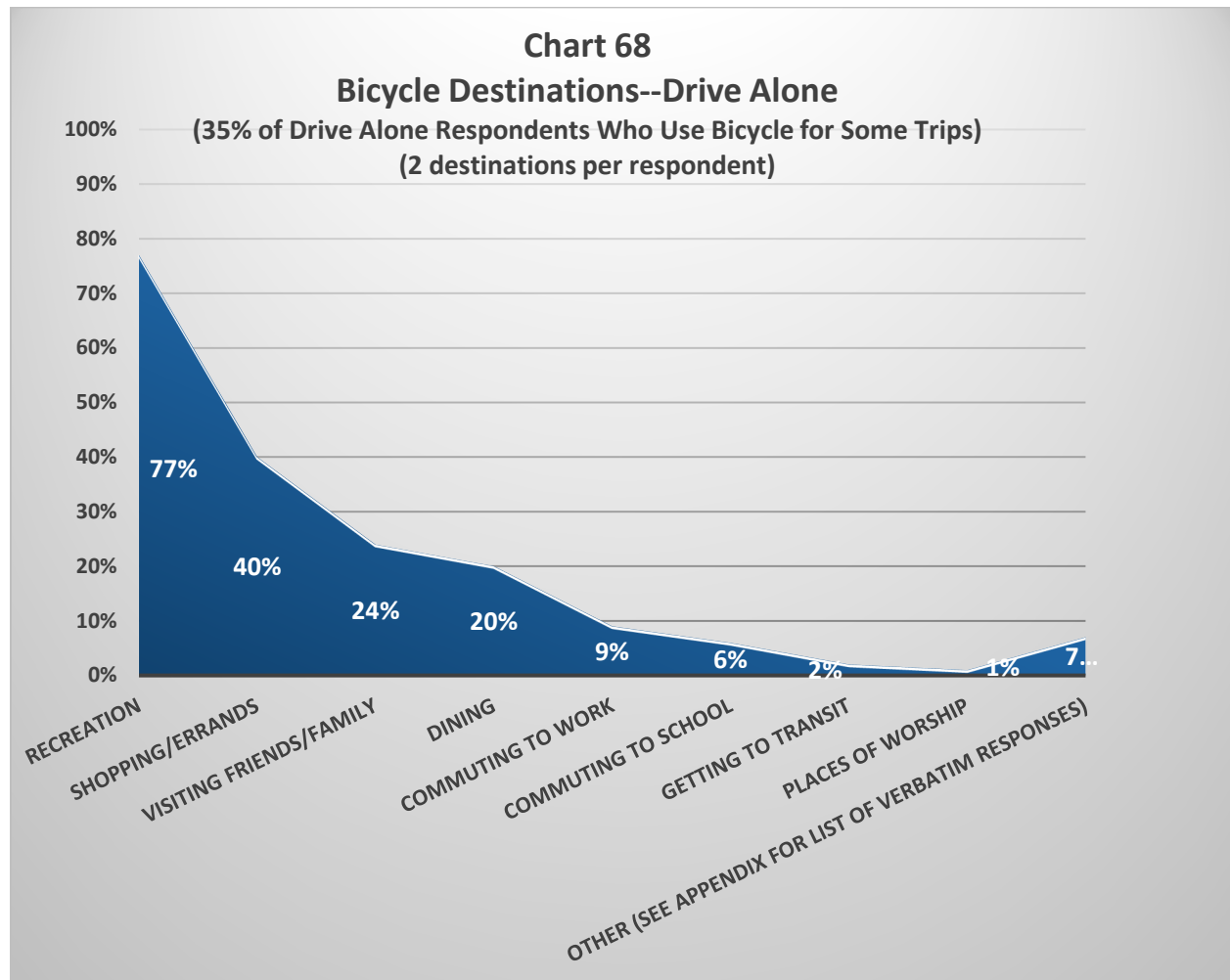
**Chart 67** shows the same considerations that might influence bicycle usage for the 33 percent of walkers who might consider bicycling (30 percent would consider and 3 percent not certain). Again, Health and Exercise dominates (72 percent), with Minimize Parking Needs (38 percent) and Environmental Concerns (25 percent) next in priority. The other responses (25 percent) included “control kids on e-bikes who are hazard to all;” “hazards of serious bikers who run lights and stop signs;” “educate and enforce rules for e-bike cyclists,” and “safety.”



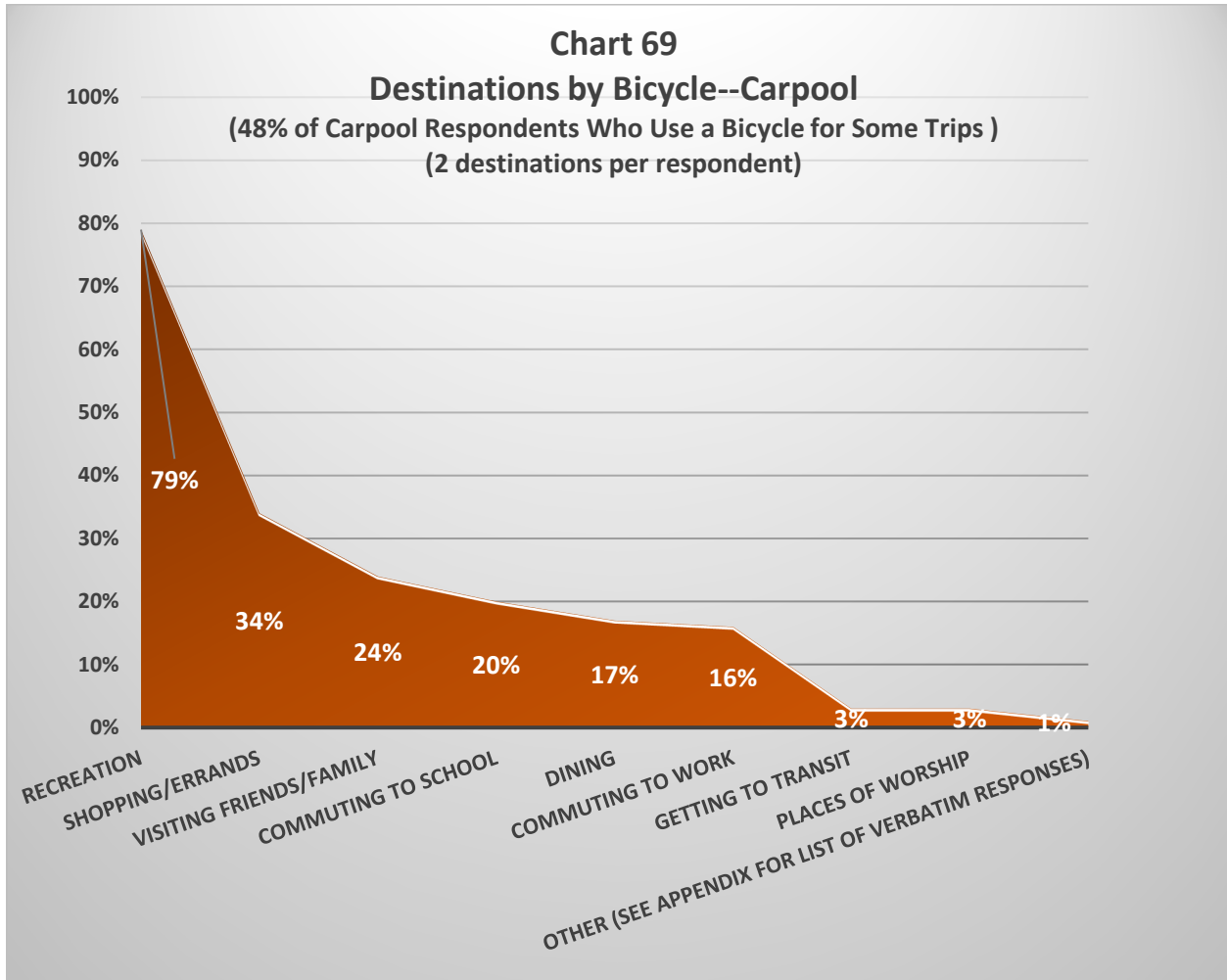
**Types of Destinations to Which Respondent Most Often Travels by Bicycle:** Respondents who Drive Alone, Carpool, or Walk and who indicated that they do use a bicycle for some transportation needs were asked about their destinations by bicycle, as were predominantly Bicycle users in **Chart 58**. These less frequent bicycle riders were offered the same question as those who use their bicycle for most of their trips. **Chart 68, Chart 69, and Chart 70** present those results.



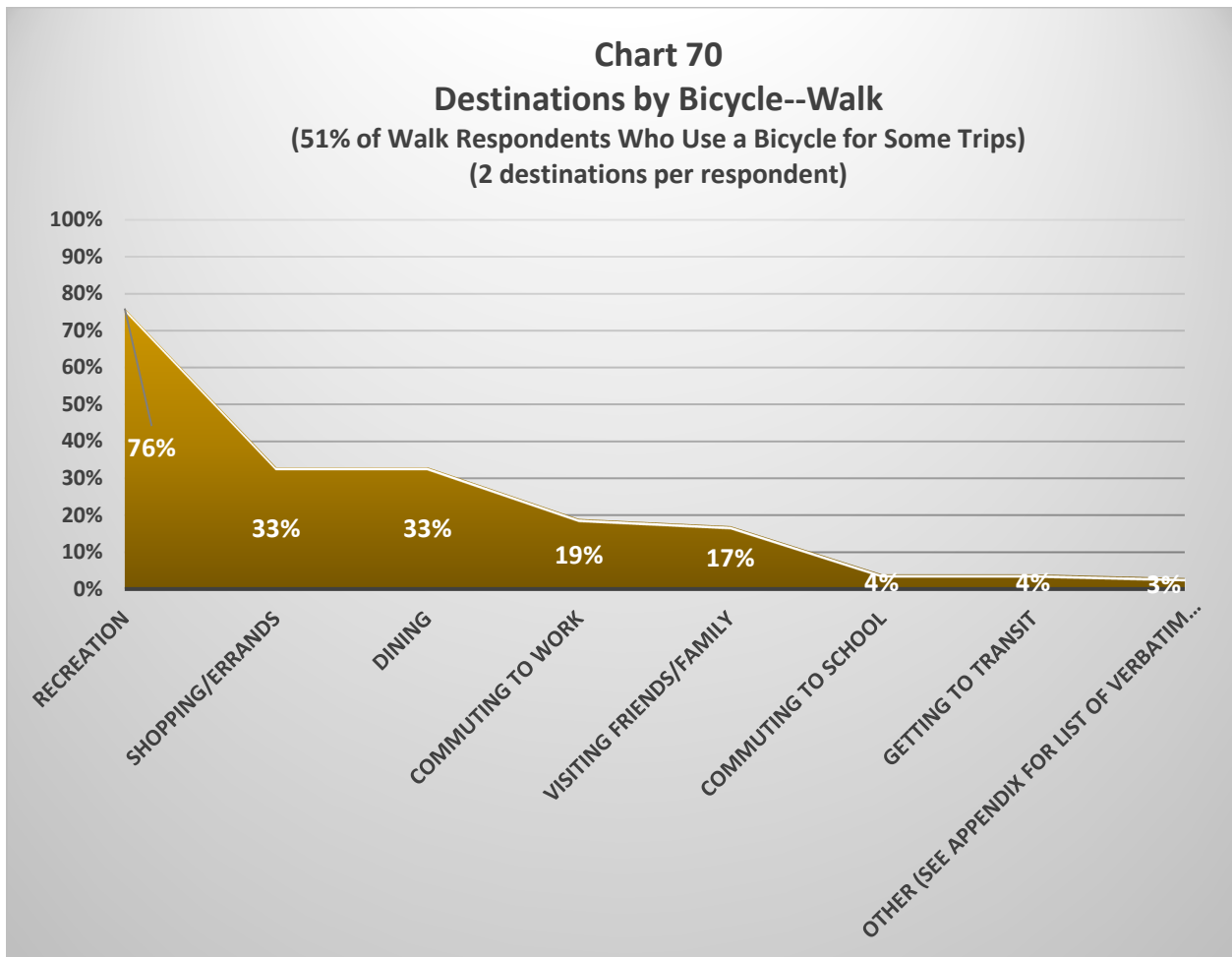
**Chart 68** depicts types of destinations to which the 35 percent of Drive Alone respondents who do sometimes use a bicycle travel. Up to two destinations could be designated. As with regular bicycle riders, Recreation dominates as a destination type (77 percent), followed by Shopping/Errands (40 percent), Visiting Friends and Family (24 percent), and Dining (20 percent). Friends and Family was not an important destination for primary mode Bicycle respondents—the other three were.



**Chart 69** concerns the 48 percent of Carpool respondents who sometimes bicycle. Once again, bicycle trips to Recreation destinations tops the list, with Shopping/Errands (34 percent), Visiting Friends/Family (24 percent), and Commuting to School making its initial appearance as an important destination (20 percent).



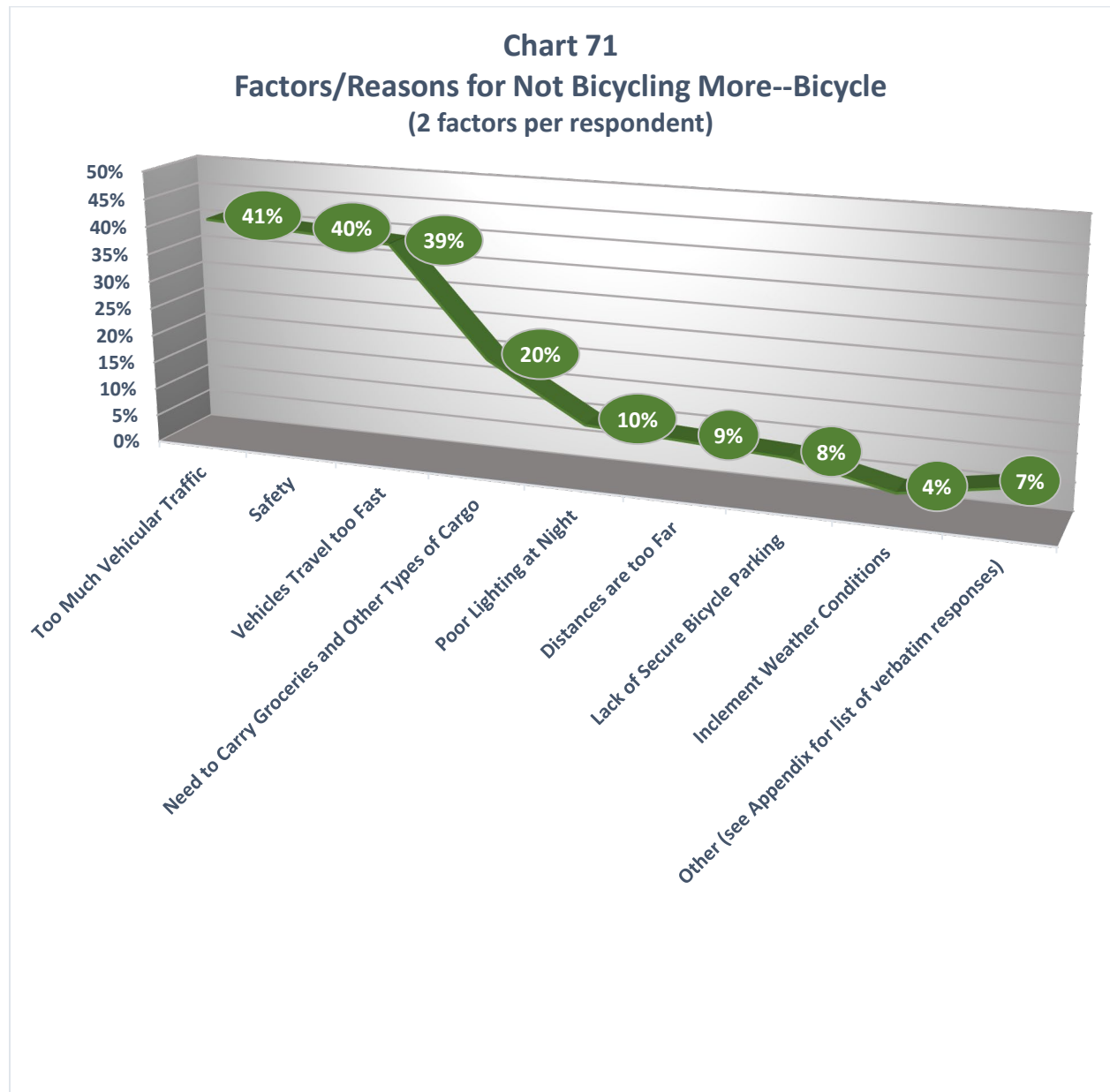
Walk respondents (**Chart 70**) who sometimes use bicycles include 51 percent of those who walk primarily. They, too, bicycle to Recreation in essentially the same percentage as other groups, including primary Bicycle respondents (76 percent) and Shopping/Errands (33 percent). Among walkers Dining (33 percent) is tied with Shopping/Errands. Commuting to Work (19 percent) comes into play for the first time, followed by Visiting Friends and Family (17 percent).



**Bicycle-Related Question Asked of All Respondents**

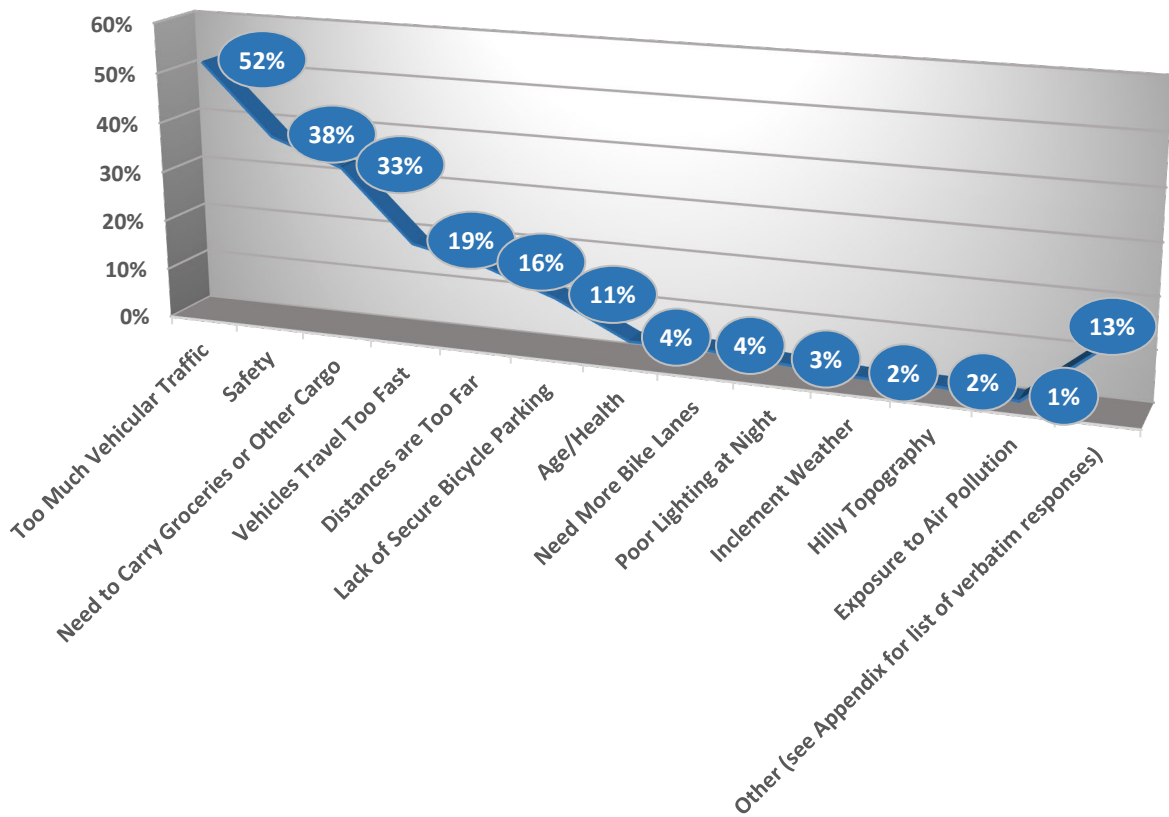
As was the case with the section that dealt with walking in Encinitas, three bicycle-related questions were addressed to all primary modes: 1) what factors keep you from bicycling more; 2) what improvements would you suggest to promote more bicycling by residents and workers in Encinitas, and; 3) is bicycling a safe mode of transportation.

**Factors that Discourage More Bicycling--Chart 71, Chart 72, Chart 73, and Chart 74** indicate the reasons why all primary mode respondents do not bicycle or do not bicycle more than they do presently. Two responses were allowed per respondent. **Chart 71** pertains to the respondents who primarily Bicycle, and it shows that three major discouraging factors were essentially equal—Too Much Vehicular Traffic (41 percent), Safety (40 percent), and Vehicles Travel Too Fast (39 percent). Need to Carry Groceries and Other Cargo (20 percent), which was a major factor for not walking, is less so for bicycling, but still a mid-range factor.



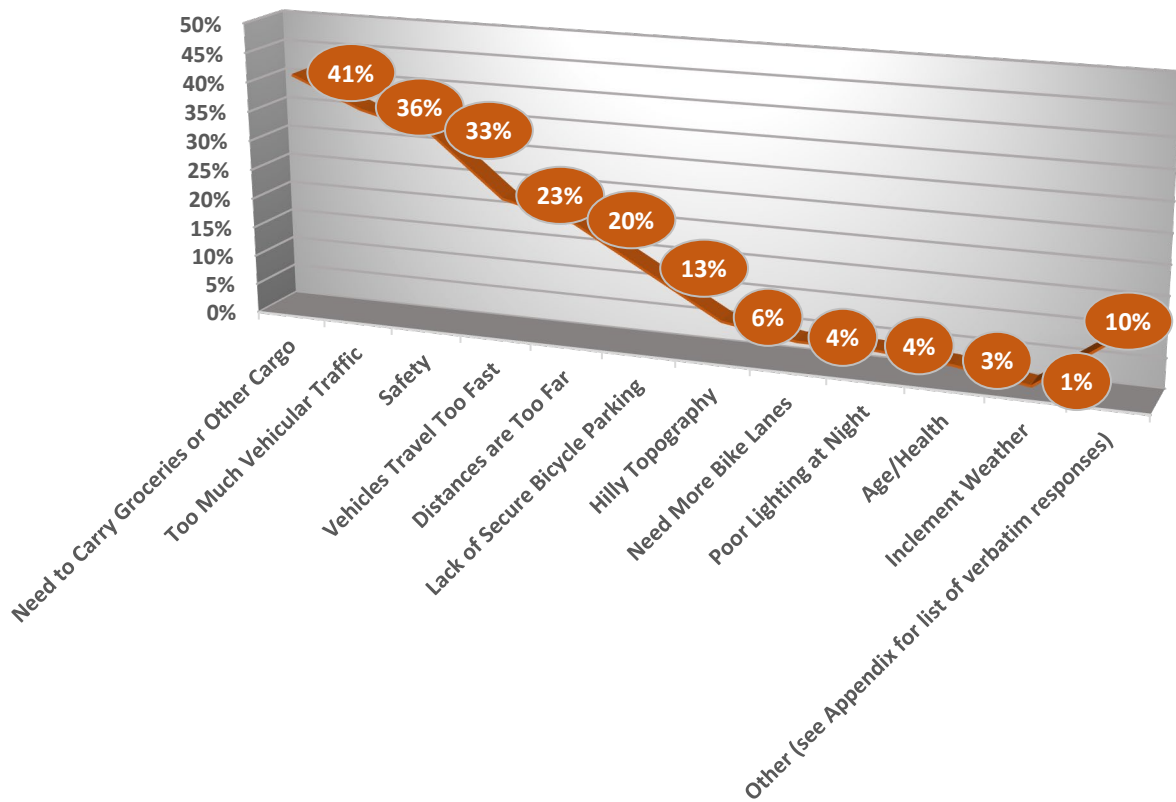
**Chart 72** displays the factors that discourage bicycle use among Drive Alone respondents. For drivers, Too Much Vehicular Traffic is the main reason by a sizeable margin (52 percent). Once again, Safety is next (38 percent). Need to Carry Groceries and Other Cargo is a strong factor (33 percent) for Drive Alone Respondents. Other responses include “bikes suck;” “biking makes me sweaty and dusty;” “never learned;” “dislike bikers/rude;” and “bicyclists don’t obey laws.”

**Chart 72**  
**Factors/Reasons for Not Bicycling More--Drive Alone**  
 (2 factors per respondent)



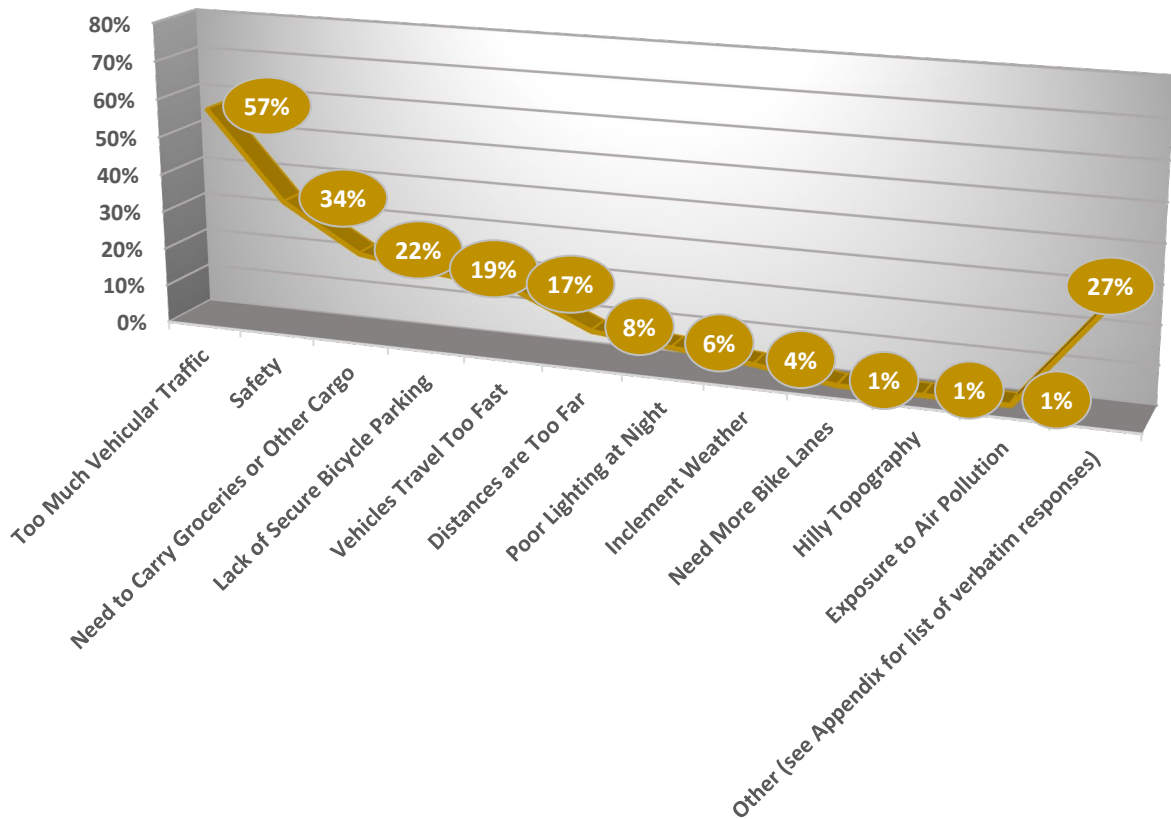
**Chart 73** indicates that Carpool respondents feel strongly that their Need to Carry Groceries and Other Cargo (41 percent) is a key factor in their not bicycling more. Next in order, again, are Too Much Vehicular Traffic (36 percent) and Safety (33 percent). Vehicles Travel Too Fast (23 percent) and Distances Are Too Far (20 percent) are also mentioned to some extent. The 10 percent other responses include “don’t like riding a bike” and “I like walking.”

**Chart 73**  
**Factors/Reasons for Not Bicycling More--Carpool**  
(2 factors per respondent)

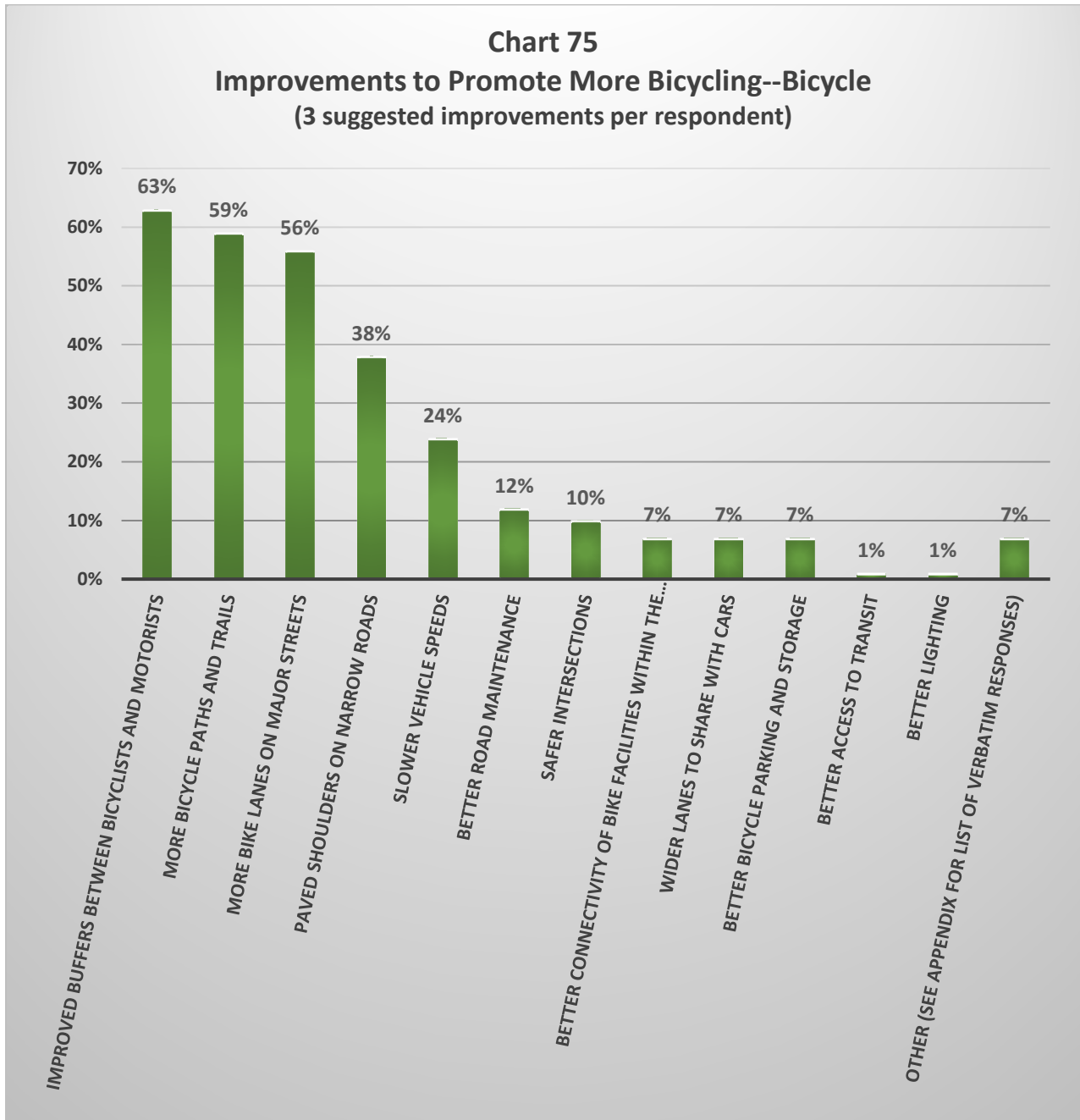


Discouraging factors pertaining to bicycling among respondents who primarily Walk are portrayed in **Chart 74**. Too Much Vehicular Traffic is a strong factor (57 percent), followed by Safety (34 percent), Need to Carry Groceries and Other Cargo (22 percent), Lack of Secure Bicycle Parking (19 percent) and Vehicles Travel Too Fast (17 percent). The large number of other responses (27 percent) include “I enjoy walking;” “don’t have a bike;” “roads are in poor repair;” “cost of electric bikes;” and “too many pro bikers riding in packs.”

**Chart 74**  
**Factors/Reasons for Not Bicycling More--Walk**  
 (2 factors per respondent)

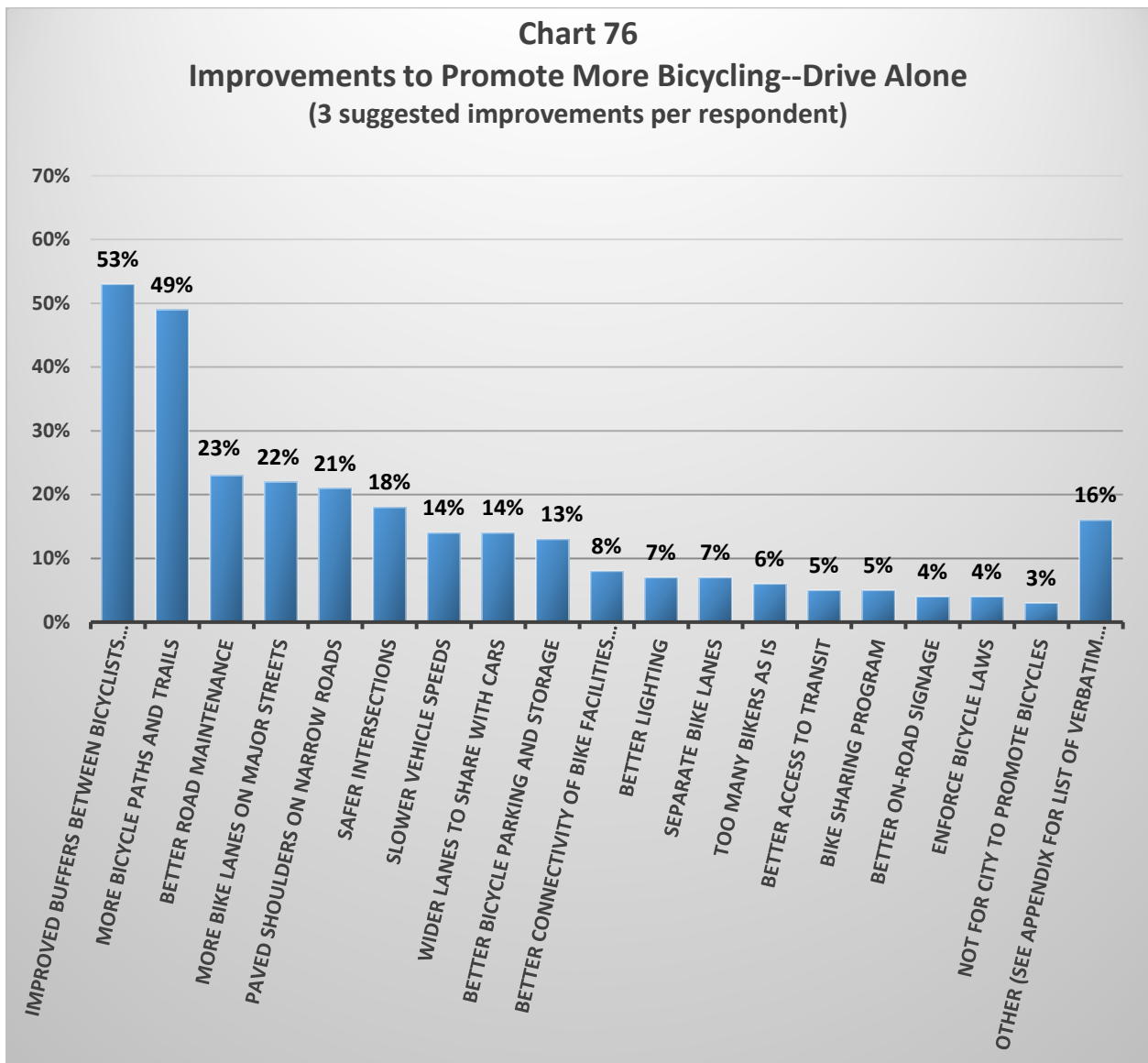


Improvements to Promote More Bicycle Use by Residents and Workers—Chart 75, Chart 76, Chart 77, and Chart 78 present up to three suggested improvements made by all primary modes that would promote more bicycling. Chart 74 shows how bicyclists, themselves, perceive this. Three suggested improvements dominate: Improved Buffers Between Bicyclists and Motorists (63 percent), More Bicycle Paths and Trails (59 percent), and More Bike Lanes on Major Streets (56 percent). Also of note are Paved Shoulders on Narrow Roads (38 percent) and Slower Vehicle Speeds (24 percent).

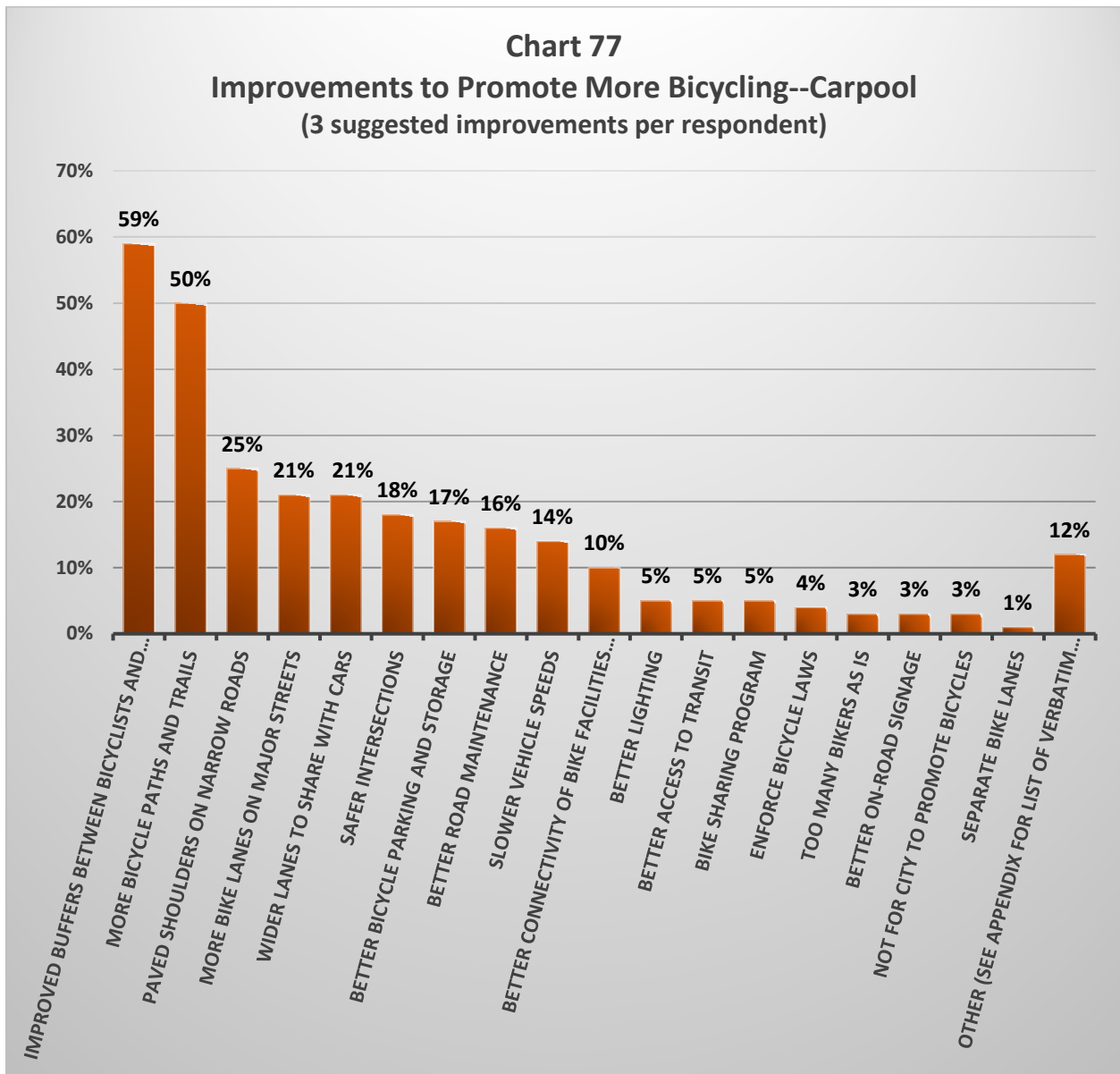




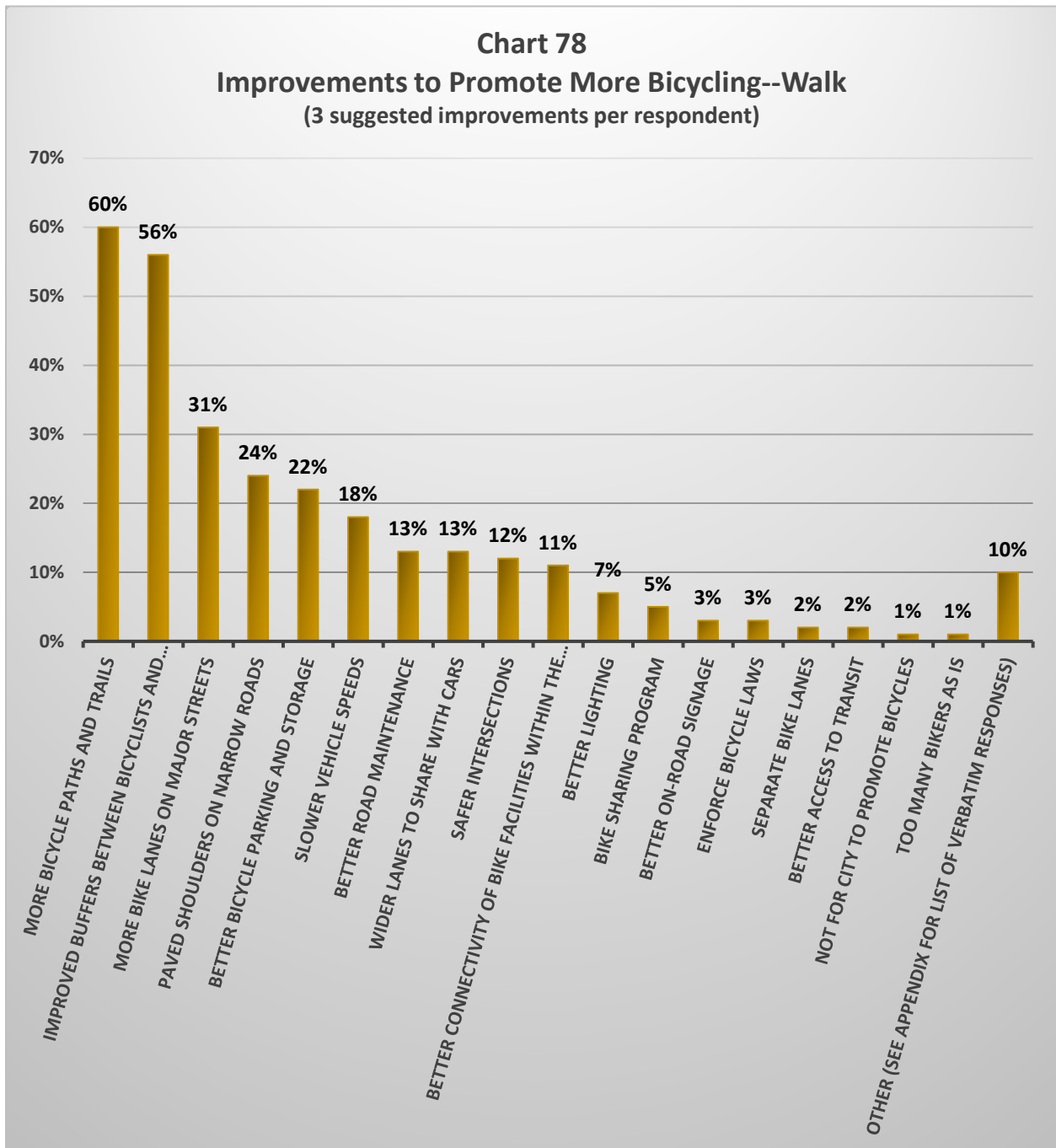
**Chart 76** shows that Drive Alone respondents provided many more categories of suggested improvements than did bicyclists, but, once again, Improved Buffers Between Bicyclists and Motorists (53 percent) and More Bicycle Paths and Trails (49 percent) prevailed. Next in order were Better Road Maintenance (23 percent), More Bike Lanes on Major Streets (22 percent), Paved Shoulders on Narrow Roads (21 percent), and safer Intersections (18 percent). The other responses include “culture shift to where biking is seen as a common means of transportation;” “bikes are ruining the town;” “bikes are a joke;” “get rid of bollards;” and “help with bike maintenance.”



Carpoolers in **Chart 77** indicate that their suggested improvements again show Improved Buffers Between Bicyclists and Motorists (59%) and More Bicycle Paths and Trails (50 percent) and the core suggested improvements. Paved Shoulders on Narrow Roads (25 percent) is next, with More Bike Lanes on Major Streets (21 percent), and Wider Lanes to Share with Cars (21 percent) to follow. The other category includes “the plan down 101 will be a nightmare;” “fewer of those dumb green poles and asphalt barriers;” “fewer criminals;” and “love the green colored lane.”

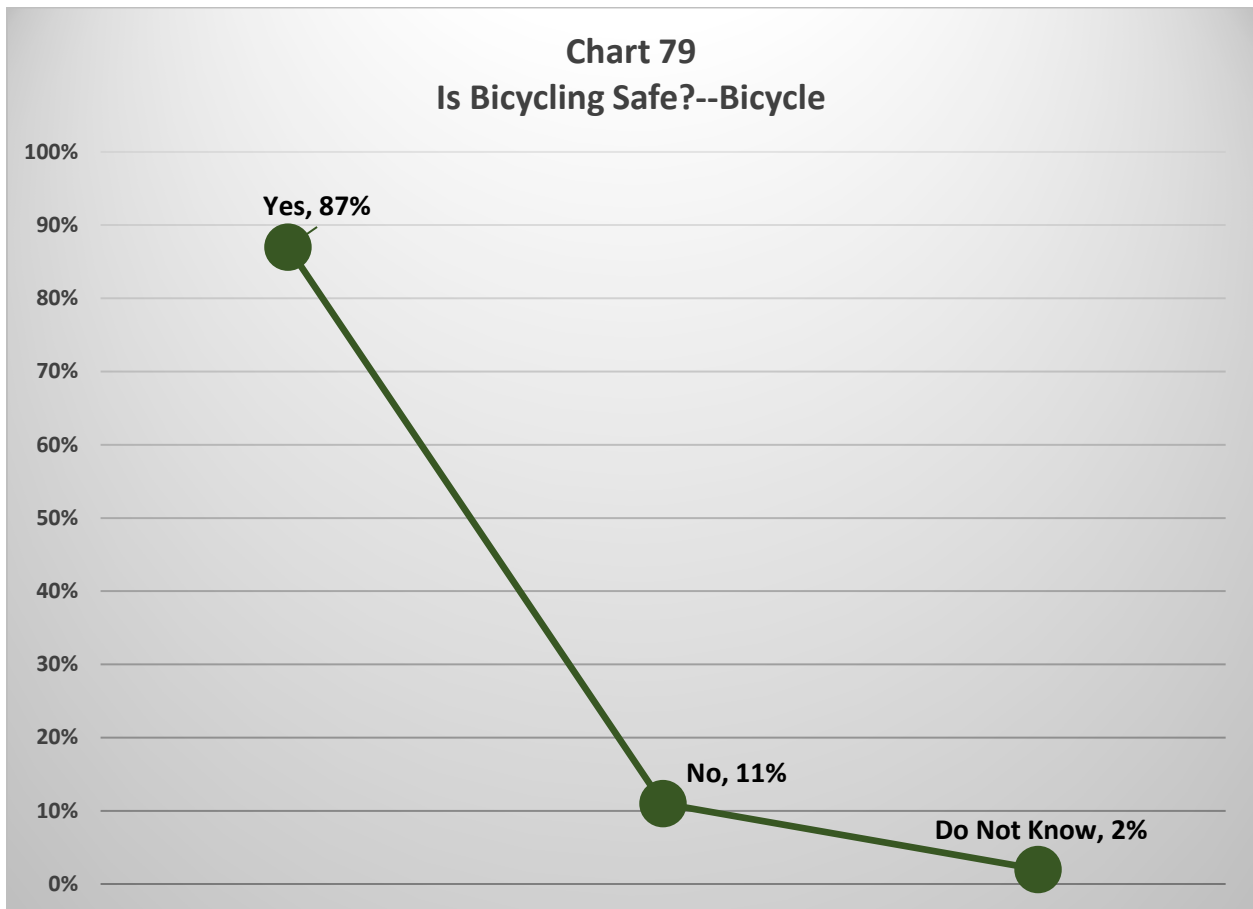


Those respondents who primarily Walk also indicate in **Chart 78** that the improvements that think will best promote more bicycling in Encinitas are More Bicycle Paths and Trails (60 percent) and Improved Buffers Between Bicyclists and Motorists (56 percent). These are followed by More Bike Lanes on Major Streets (31 percent), Paved Shoulders on Narrow Roads (24 percent) and Better Bicycle Parking and Storage (18 percent). Other responses include “stop adding green barriers;” “more accountability for cars if they hit a cyclist;” “get bikes off roadways;” “no bikes on sidewalks;” “one lane roundabouts and lane diets for motor vehicles;” and “sidewalks.”



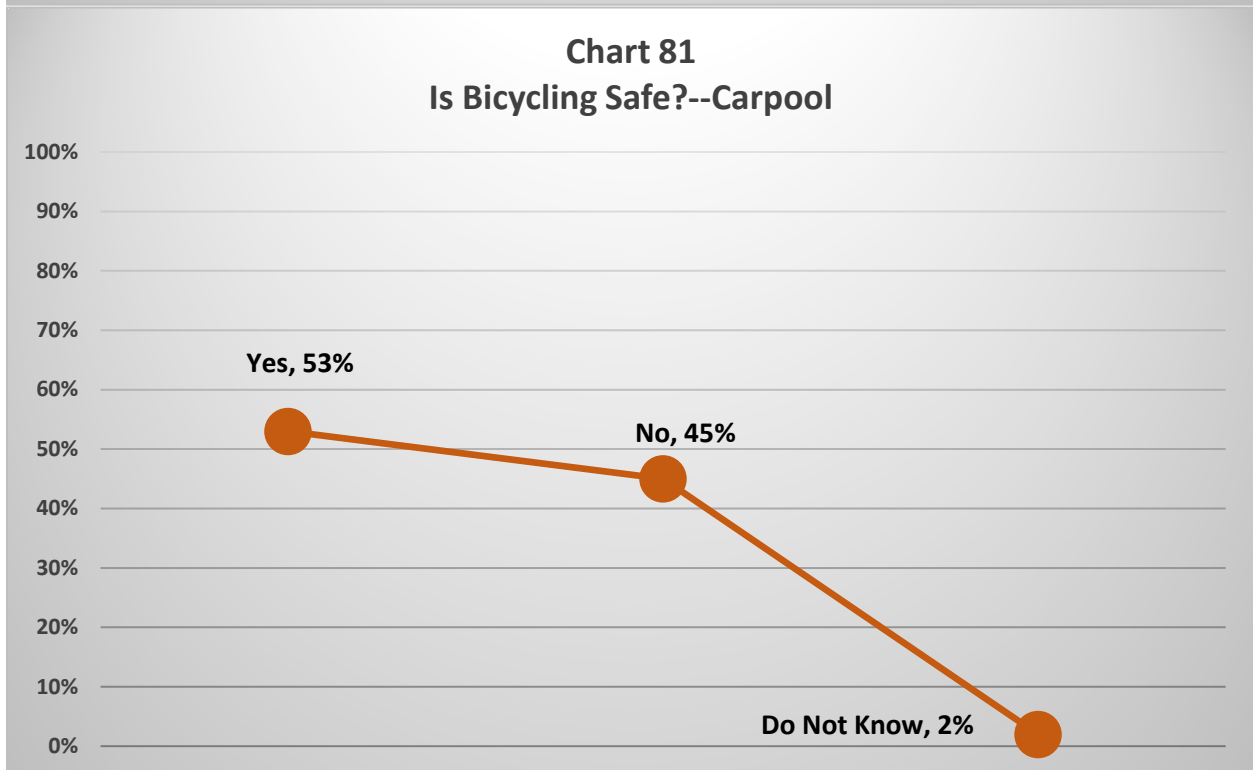
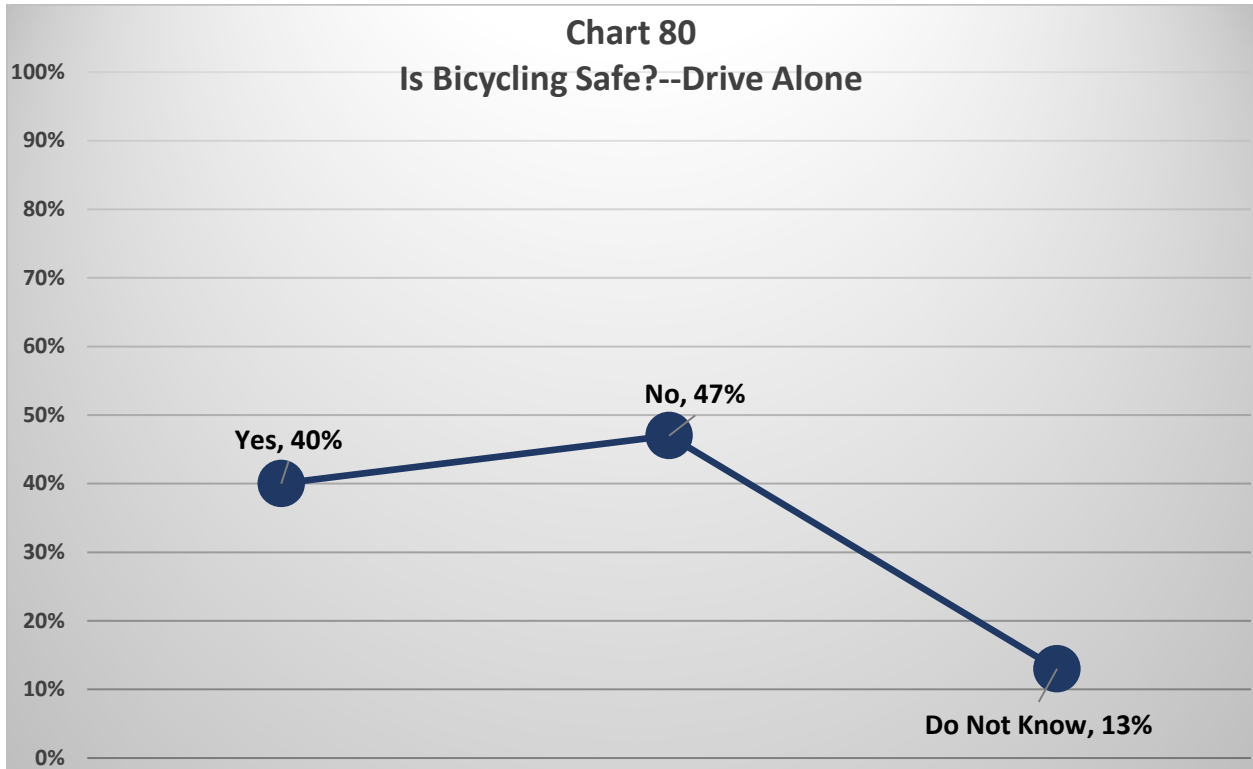
**Is Bicycling Safe?**—The last bicycle-related question that was posed to all modes pertained to whether or not respondents think bicycling is a safe method of travel around Encinitas. **Chart 79, Chart 80, Chart 81, and Chart 82** show how respondents perceive bicycle safety.

**Chart 79** indicates that the primary Bicycle respondents think that what they are doing is very safe (87 percent)—almost as high as the 92 percent safety they indicated for walking (**Chart 56**). On the other hand, **Chart 80, Chart 81, and Chart 82** show that bicycling is considered to be only somewhat safe and certainly less safe than walking.

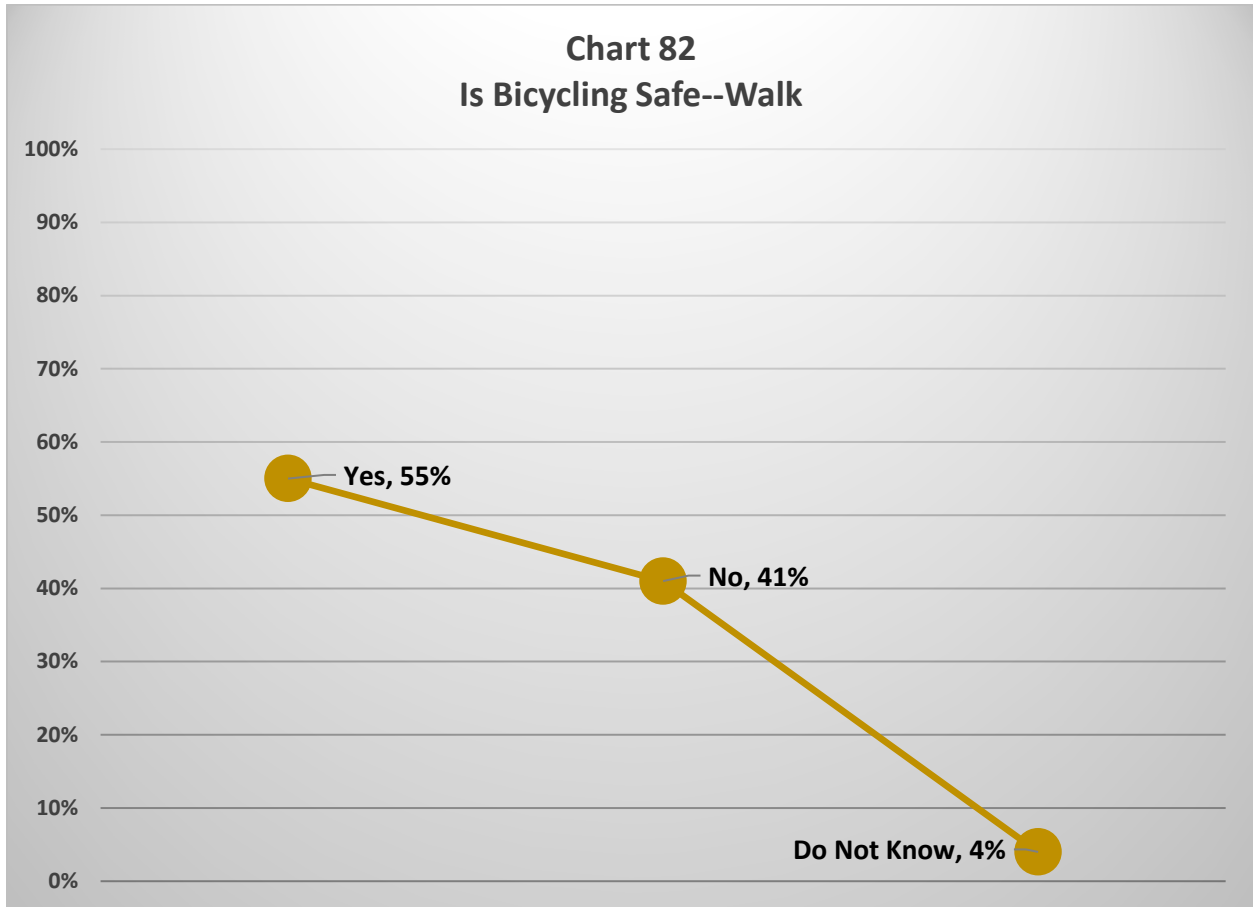


**Chart 80** indicates that a smaller percentage of Drive Alone respondents thinks that bicycling is a safe mode of transportation around Encinitas (40 percent) than think it is not safe (47 percent). This contrasts with the earlier walking-related chart (**Chart 54**) that shows 77 percent of Drive Alone respondents think that walking is safe.

**Chart 81** is consistent with the Drive Alone finding in that only 53 percent of Carpool respondents think that bicycling is safe, in contrast to their stronger opinion that walking is safe (80 percent—**Chart 55**).



**Chart 82** is consistent with the other non-bicycle modes in that 55 percent of Walk respondents think that bicycling is safe, in contrast to their much stronger opinion that walking is safe (88 percent—**Chart 53**).



**Summary: Bicycling in Encinitas**

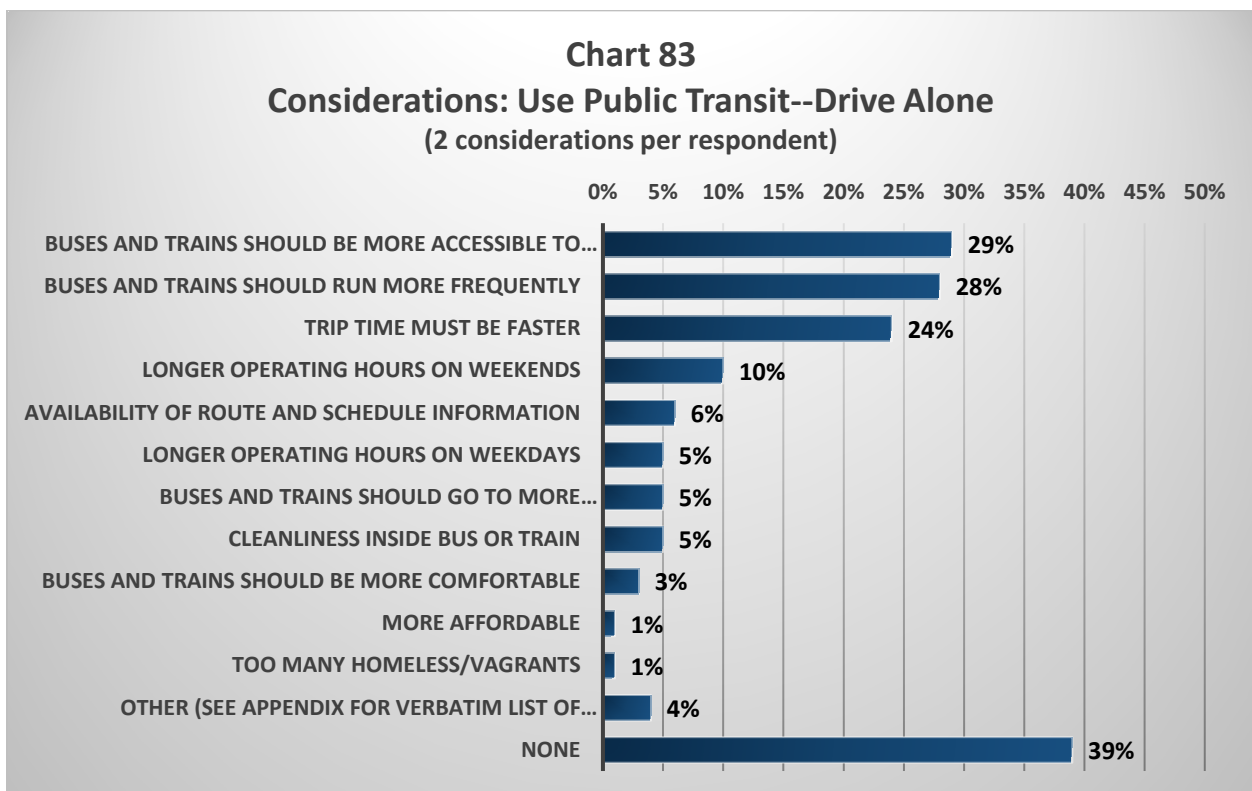
- As was the case with walking, the primary motivators for bicycling in Encinitas are Health and Exercise and Environmental Concerns. Circumventing Traffic Delays, Minimizing Parking Needs and Cost also show some influence.
- Again, as with walking, Recreations sites are the most frequent destination for bicyclists and other modes that would consider bicycling. Also indicated as destinations are Dining and Shopping/Errands.
- Among those who bicycle occasionally or might consider doing so, the participation is considerably less than for walking. Walk respondents are the most willing to bicycle among the three non-bicycle modes. Drive Alone respondents are the least willing.
- The major obstacles to bicycling are Too Much Vehicular Traffic, Safety, and the Need to Carry Groceries and Other Cargo.

- Suggested Improvements to promote more bicycling among residents and workers in Encinitas are Improved Buffers between Bicyclists and Motorists, More Bike Paths and Trails, and Bike Lanes on Major Streets.
- Bicycle riders consider bicycling safe. The other modes are much less satisfied with bicycle safety than they are with walking safety.

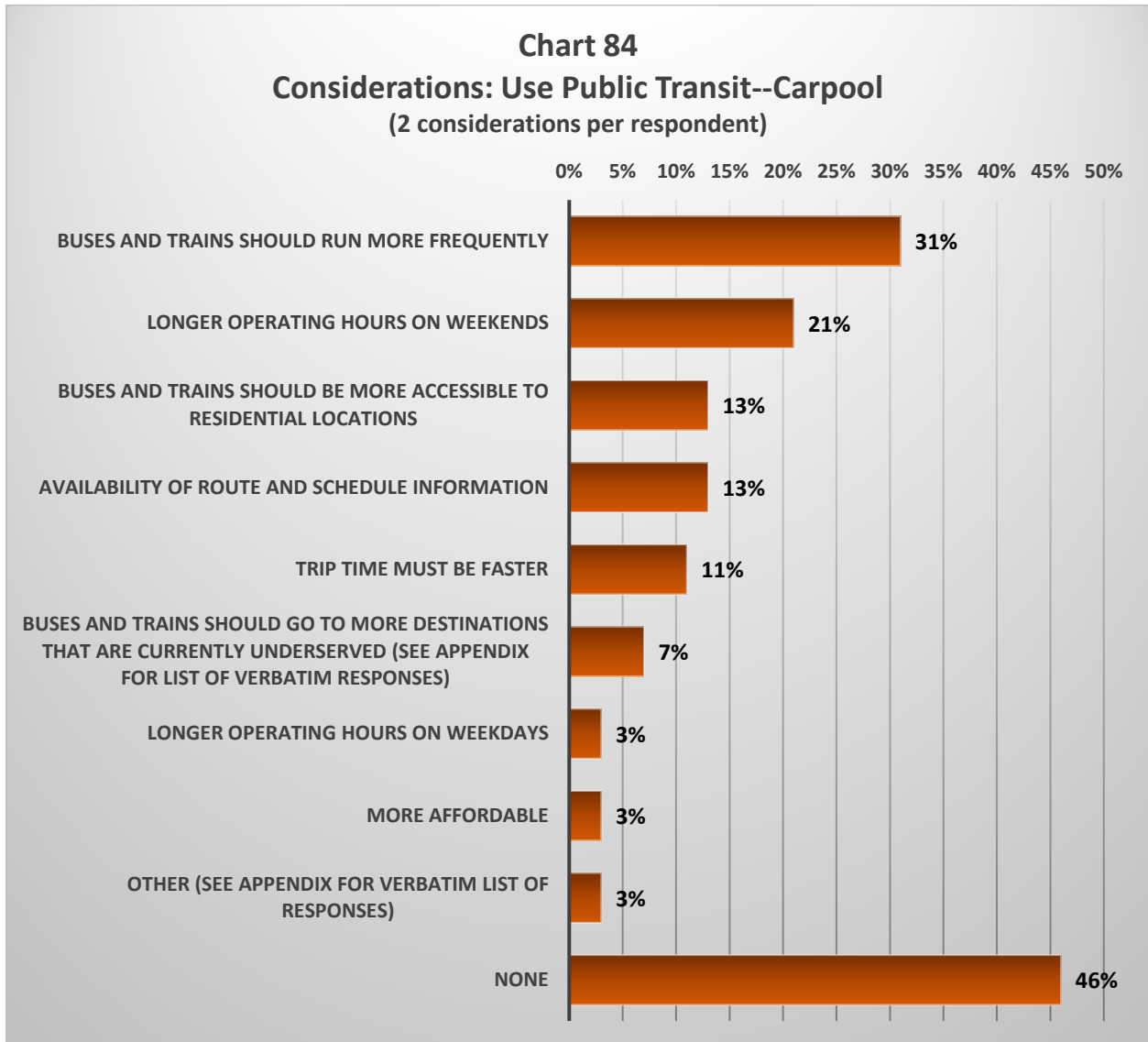
### Potential for Using Public Transit in Encinitas

Not a single respondent to this survey uses public transit primarily to move throughout Encinitas. As such, the one question asked of everyone who completed the survey is an important one. That question was what, if any, considerations would encourage respondents to use public transit for more of their transportation needs. Two considerations were allowed for each respondent. **Chart 83, Chart 84, Chart 85, and Chart 86** show these responses by primary transportation mode.

In **Chart 83**, a plurality of Drive Alone respondents stated that nothing would cause them to consider public transit for more of their travel needs (39 percent). Among actual considerations, the most mentioned were Buses and Trains Should Be More Accessible to Residential Locations (29 percent), Buses and Trains Should Run More Frequently (28 percent), and Trip Time Must Be Faster (24 percent).

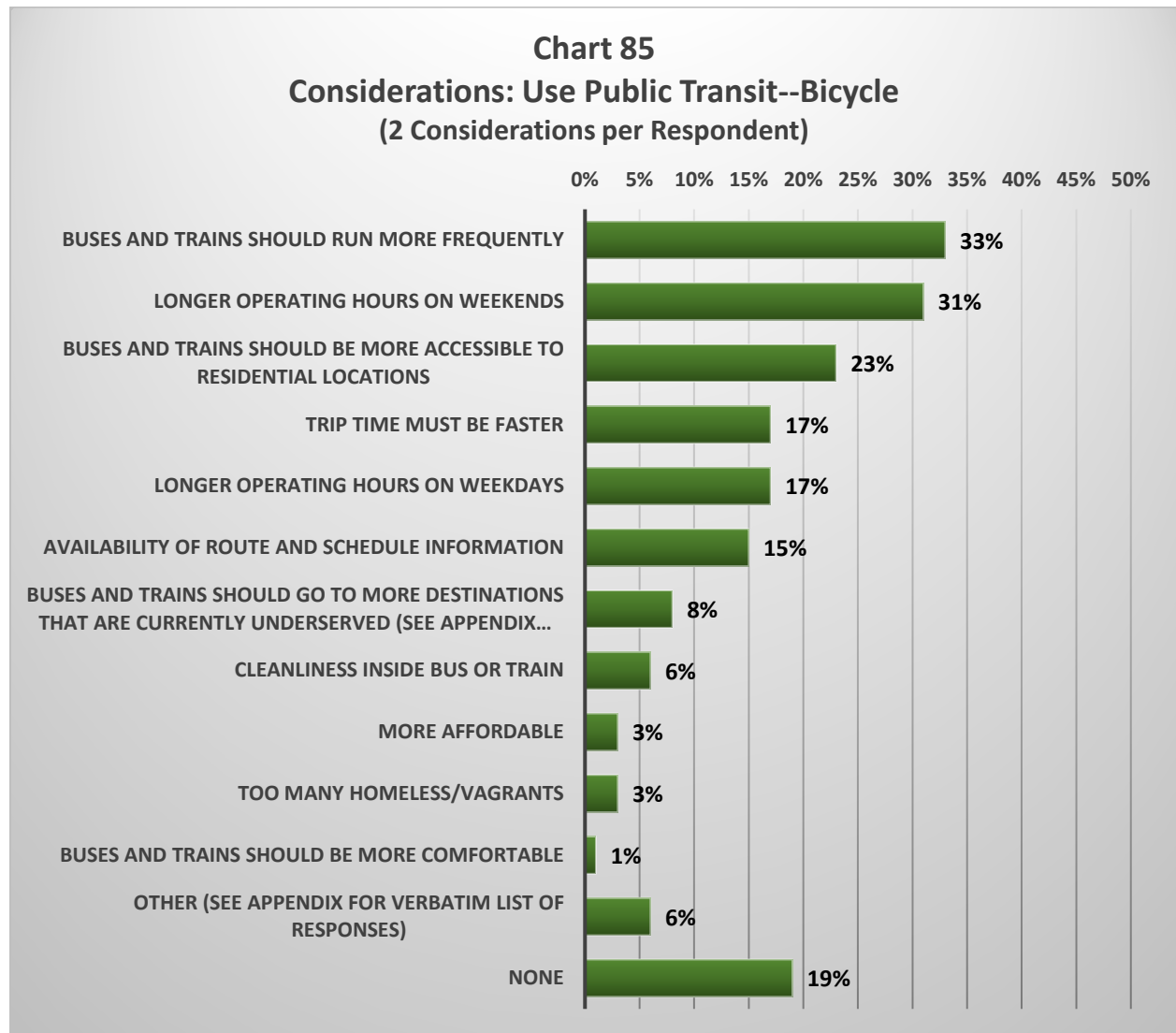


In **Chart 84**, an even larger plurality of Carpool respondents stated that nothing would cause them to consider public transit for more of their travel needs (46 percent). Among actual considerations, the most mentioned were Buses and Trains Should Run More Frequently (31 percent) and Longer Operating Hours on Weekends (21 percent).

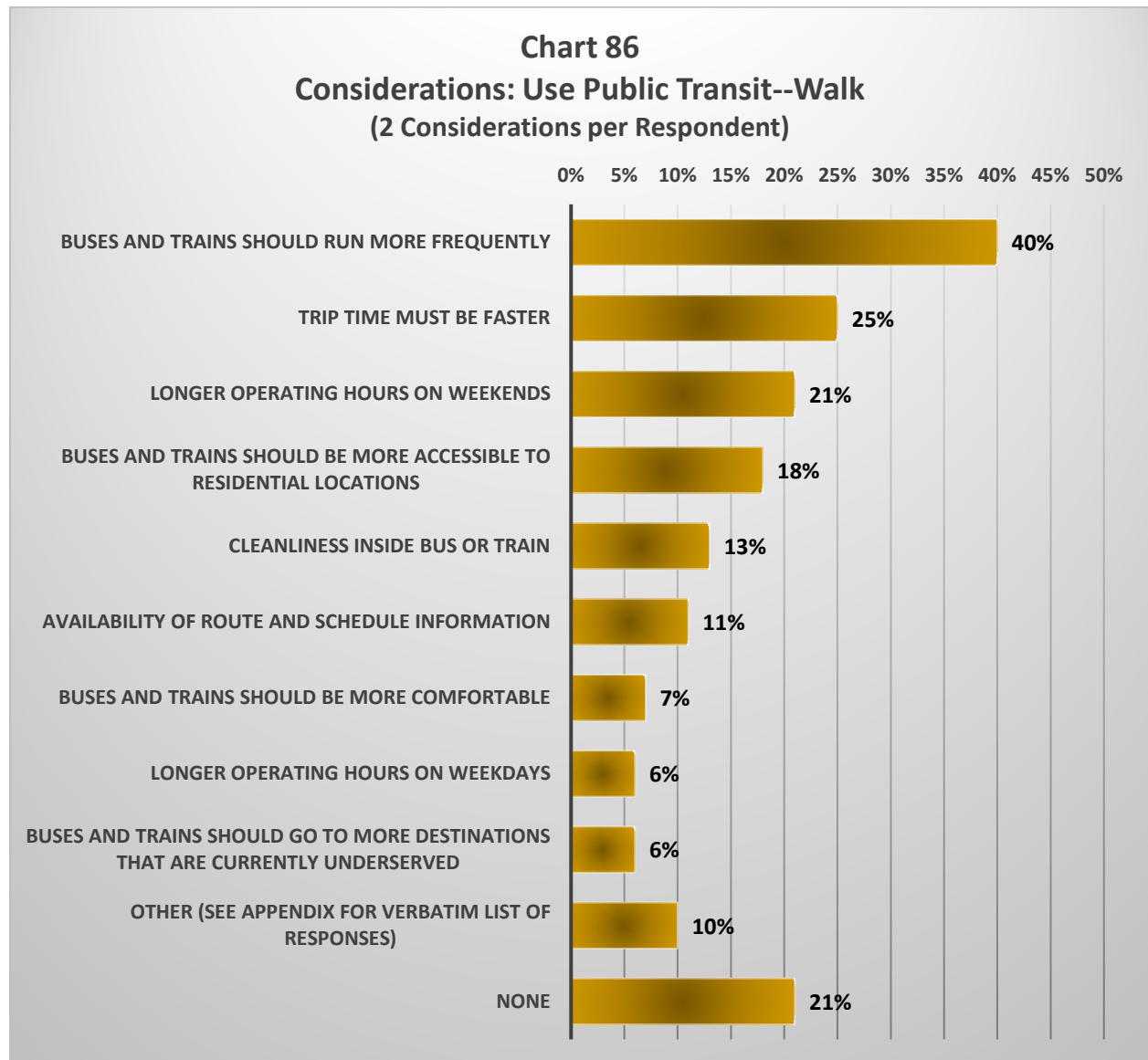




Bicycle respondents (**Chart 85**) were more positive than were those who Drive Alone or Carpool. Only 19 percent said that nothing could cause them to consider transit, and their most frequent considerations were Buses and Trains Should Run More Frequently (33 percent), Longer Operating Hours on Weekends (31 percent), and Buses and Trains Should Be More Accessible to Residential Locations (23 percent).



Walk respondents (**Chart 86**) were more like Bicycle respondents than they were like Drive Alone and Carpool respondents. Only 21 percent of Walk respondents indicated that nothing could cause them to consider transit. Their most frequent considerations were Buses and Trains Should Run More Frequently (40 percent), Trip Time Must Be Faster (25 percent), Longer Operating Hours on Weekends (21 percent), and Buses and Trains Should Be More Accessible to Residential Locations (18 percent).



## **APPENDIX—SURVEY QUESTIONNAIRE**

## Encinitas Community Mobility Survey

The City of Encinitas is conducting an online survey to learn about community members' attitudes towards walking and cycling infrastructure projects. We would also like to learn about how you typically travel. This information will inform our current work on the Encinitas MAP Project, as well as the update to the citywide Mobility Element of the General Plan.

This survey will take approximately 10-15 minutes. Your responses are completely confidential, and all results will be compiled in summarized form only.

Could you please take a few minutes right now to help us understand your opinions?

### CITY:

Are you a resident of the City of Encinitas?

1.  YES, I live in Encinitas
2.  NO, I do not live in the City of Encinitas (**GO TO WORK**)

### RESIDENCE:

Please indicate the community within Encinitas where you currently reside.

1.  Old Encinitas
2.  New Encinitas
3.  Olivenhain
4.  Leucadia
5.  Cardiff-by-the-Sea
6.  Do Not Know

### WORK:

Are you employed in Encinitas?

1.  YES, I work in Encinitas
2.  NO, I do not work in Encinitas (**GO TO Q1**)

### EMPLOY:

Please indicate the community within Encinitas where you currently work.

1.  Old Encinitas
2.  New Encinitas
3.  Olivenhain

4. \_\_\_ Leucadia
5. \_\_\_ Cardiff-by-the-Sea
6. \_\_\_ Do Not Know

**Q1 a-l.** We would like to ask you about how important certain *community values* are to you. Please rate the following on a scale of 1-to-10, where 10 is for a community value that is *very important* to you and 1 is a value that is *not at all important* to you.

Values	10	9	8	7	6	5	4	3	2	1
a. Design neighborhoods for walking and bicycling										
b. Ensure affordable mobility options for all residents										
c. Provide independent mobility options for youth, senior citizens, people with disabilities and others with limited access to private vehicles										
d. Provide more mixed residential and local-serving commercial land uses within walking distance of transit stops										
e. Ensure safe travel										
f. Support tourism and the economy by enhancing mobility options										
g. Safeguard clean air										
h. Promote healthy lifestyles										
i. Reduce the effects of climate change										
j. Manage and reduce public project implementation costs										
k. Maximize public project implementation feasibility										
l. Invest in active, non-motorized transportation such as walking and biking										

**Q2 a-n.** We would now like to ask you about how important it is to provide *public funding* for the following mobility improvements. Please rate the following funding priorities on a scale of 1-to-10, where 10 is for a mobility improvement that is *very important* to fund and 1 is for a mobility improvement that is *not at all important* to fund.

Funding Priorities	10	9	8	7	6	5	4	3	2	1
a. Repair potholes and maintain streets and roads										
b. Reduce traffic congestion and traffic delays										
c. Make roads and intersections safer for bicycles and pedestrians										
d. Provide a network of traffic-calmed streets										
e. Support more technologically innovative driving options (for example, more electric charging stations or self-driving vehicles)										

f. Improve local bus service																				
g. Facilitate more shared mode transportation options (for example, carpools, vanpools, shuttle services or on demand services like Uber)																				
h. Maintain pedestrian sidewalks and walkways																				
i. Provide more shared walking and biking paths																				
j. Increase the number of designated (striped) bike lanes																				
k. Increase on-street parking spaces																				
l. Provide more bicycle facilities separated from vehicular traffic																				
m. Provide community-based shuttle service																				
n. Develop additional rail crossings in Encinitas																				

**PLACE a-e:** DURING THE PAST WEEK, how did you usually get to the following places?

**MARK ONE BOX ONLY FOR EACH PLACE YOU TRAVELED TO.**

Mode	Place				
	Place a. Work	Place b. Shopping	Place c. Restaurant	Place d. Park/Beach	Place e. School or Drop-off at school
1. I did not go here LAST WEEK.					
2. Drive alone in my car					
3. Motorcycle					
4. Uber, Lyft or Taxicab					
5. Carpool (2-4 others in car)					
6. Vanpool or shuttle(5 or more people in a van)					
7. Public bus					
8. Rail					
9. Bicycle					
10. Walk or Jog					
11. Other, please specify 11a. _____					
12. FOR WORK ONLY (Place a): I worked at home					

**Q3a-b.** What is your primary method of traveling around Encinitas to the places you go most often?

**{CHOOSE THE ONE YOU USE MOST OFTEN}**

1. \_\_\_ Drive alone in my car **(GO TO 22)**
  2. \_\_\_ Motorcycle **(GO TO Q22)**
  3. \_\_\_ Uber, Lyft, Taxicab **(GO TO Q22)**
  4. \_\_\_ Carpool (2-4 others in car) **(GO TO Q22)**
  5. \_\_\_ Vanpool or Shuttle (5 or more people) **(GO TO Q22)**
  6. \_\_\_ Public bus **(GO TO Q22)**
  7. \_\_\_ Bicycle **(CONTINUE with Q4a-b)**
  8. \_\_\_ Walk or Jog **(GO TO Q13a-b)**
  9. \_\_\_ Other, please specify **(GO TO Q3b)**
- Q3b** \_\_\_\_\_ **(GO TO Q22)**

**Q4a-b/5a-b.** What considerations influence you to use a bicycle for most of your transportation needs? **(CHECK YOUR TOP 2 CONSIDERATIONS)**

1. \_\_\_ Cost savings
  2. \_\_\_ Safer than motor vehicle
  3. \_\_\_ Environmental concerns
  4. \_\_\_ Health/Exercise
  5. \_\_\_ Minimize government licensing and registration requirements
  6. \_\_\_ Circumvent traffic delays
  7. \_\_\_ Minimize parking needs
  8. \_\_\_ Other, please specify **(GO TO Q4b for first “other” and Q5b for second “other”)**
- Q4b.** \_\_\_\_\_
- Q5b.** \_\_\_\_\_

**Q6a-b/7a-b.** Please select the two destinations to which you most often travel by bicycle. **(CHECK YOUR TOP 2 DESTINATIONS)**

1. \_\_\_ Commuting to work
  2. \_\_\_ Commuting to school
  3. \_\_\_ Visiting friends and family
  4. \_\_\_ Shopping and other errands
  5. \_\_\_ Dining
  6. \_\_\_ Getting to transit
  7. \_\_\_ Places of worship
  8. \_\_\_ Recreation
  9. \_\_\_ Other, please specify **(GO TO Q6b for first “other” and Q7b for second “other”)**
- Q6b.** \_\_\_\_\_
- Q7b.** \_\_\_\_\_

**Q8a-b/Q9a-b/Q10-a-b.** What improvements are most needed to promote more bicycle use by residents and workers in Encinitas? **(CHECK YOUR TOP 3 POTENTIAL IMPROVEMENTS).**

1.  More bike lanes on major streets
2.  More bicycle paths and trails
3.  Paved shoulders on narrow roads
4.  Wider lanes to share with cars
5.  Improved buffers between bicyclists and motorists
6.  Slower vehicle speeds
7.  Better bicycle parking and storage
8.  Better access to transit
9.  Better on-road signage
10.  Safer intersections
11.  Better connectivity of bike facilities within the bicycle network
12.  Better road maintenance
13.  Bike sharing program
14.  Better lighting
15.  Other, please specify **(GO TO Q8b for first “other”, Q9b for second “other”, and 10b for third “other”)**  
**Q8b.** \_\_\_\_\_  
**Q9b.** \_\_\_\_\_  
**Q10b.** \_\_\_\_\_

**Q11a-b/Q12a-b.** What factors keep you from bicycling more often than you do now? **(CHECK YOUR TOP 2 FACTORS)**

1.  Too much vehicular traffic
2.  Inclement weather conditions
3.  Poor lighting at night
4.  Vehicles travel too fast
5.  Lack of secure bicycle parking
6.  Exposure to air pollution
7.  Safety
8.  Distances are too far
9.  Need to carry groceries and other types of cargo
10.  Other, please specify **(GO TO Q11b for first “other” and Q12b for second “other”)**  
**Q11b.** \_\_\_\_\_  
**Q12b.** \_\_\_\_\_

**AFTER Q12, GO TO Q22**



**Q13a-b/14a-b.** What considerations influence you to walk for most of your transportation needs? **(CHECK YOUR TOP 2 CONSIDERATIONS)**

1. \_\_\_\_\_ Cost savings
2. \_\_\_\_\_ Safer than motor vehicle
3. \_\_\_\_\_ Environmental concerns
4. \_\_\_\_\_ Health/Exercise
5. \_\_\_\_\_ Minimize government licensing and registration requirements
6. \_\_\_\_\_ Circumvent traffic delays
7. \_\_\_\_\_ Minimize parking needs
8. \_\_\_\_\_ Other, please specify **(GO TO Q13b for first “other” and Q14b for second “other”)**  
    **Q13b.** \_\_\_\_\_  
    **Q14b.** \_\_\_\_\_

**Q15a-b/16a-b.** Please select the two destinations to which you most often travel by walking. **(CHECK YOUR TOP 2 DESTINATIONS)**

1. \_\_\_\_\_ Commuting to work
2. \_\_\_\_\_ Commuting to school
3. \_\_\_\_\_ Visiting friends and family
4. \_\_\_\_\_ Shopping and other errands
5. \_\_\_\_\_ Dining
6. \_\_\_\_\_ Getting to transit
7. \_\_\_\_\_ Places of worship
8. \_\_\_\_\_ Recreation
9. \_\_\_\_\_ Other, please specify **(GO TO Q15b for first “other” and Q16b for second “other”)**  
    **Q15b.** \_\_\_\_\_  
    **Q16b.** \_\_\_\_\_

**Q17a-b/Q18a-b/Q19-a-b.** What improvements are most needed to promote more walking by residents and workers in Encinitas? **(CHECK YOUR TOP 3 POTENTIAL IMPROVEMENTS).**

1. \_\_\_\_\_ Improved pedestrian crossings
2. \_\_\_\_\_ Improved curb ramps and accessibility for people with disabilities
3. \_\_\_\_\_ Repair broken sidewalks
4. \_\_\_\_\_ Wider sidewalks
5. \_\_\_\_\_ Improved buffers between pedestrians and motorists
6. \_\_\_\_\_ Slower vehicle speeds
7. \_\_\_\_\_ Better access to transit
8. \_\_\_\_\_ Better lighting
9. \_\_\_\_\_ More walking paths and trails
10. \_\_\_\_\_ Safer intersections
11. \_\_\_\_\_ Better connectivity of walking paths
12. \_\_\_\_\_ Other, please specify **(GO TO Q17b for first “other”, Q18b for second “other”, and 19b for third “other”)**  
    **Q17b.** \_\_\_\_\_  
    **Q18b.** \_\_\_\_\_  
    **Q19b.** \_\_\_\_\_

**Q20a-b/Q21a-b.** What factors keep you from walking more often than you do now? (CHECK YOUR TOP 2 FACTORS)

1.  Too much vehicular traffic
2.  Inclement weather conditions
3.  Poor lighting at night
4.  Vehicles travel too fast
5.  Exposure to air pollution
6.  Safety
7.  Distances are too far
8.  Need to carry groceries and other types of cargo
9.  Other, please specify (GO TO Q20b for first "other" and Q21b for second "other")

Q20b. \_\_\_\_\_

Q21b. \_\_\_\_\_

**AFTER Q21, GO TO Q34**

**Q22a-b-c/Q23a-b-c.** What, if any, considerations could encourage you to consider using public transit for more of your travel needs? (CHECK YOUR TOP 2 FACTORS)

1.  Buses and trains should run more frequently
2.  Buses and trains should be more comfortable
3.  Buses and trains should be more accessible to residential locations
4.  Buses and trains should go to more destinations that are currently underserved, please specify (GO TO Q22b for first "other" and Q23b for second "other")

Q22b. \_\_\_\_\_

Q23b. \_\_\_\_\_

5.  Longer operating hours on weekdays
6.  Longer operating hours on weekends
7.  Availability of route and schedule information
8.  Cleanliness inside the bus or train
9.  Trip time must be faster
10.  Other, please specify (GO TO Q22c for first "other" and Q23c for second "other")

Q22c. \_\_\_\_\_

Q23c. \_\_\_\_\_

11.  None

**IF Q3=6, CONTINUE WITH Q24. IF Q3≠6, GO TO Q25**

**Q24.** Do you usually walk to or from your bus or rail stop?

1.  Yes
2.  No

**Q25.** Do you ever walk 5-10 minutes or more to get to any of the **other [IF Q24=1]** places you travel?

1.  Yes (**GO TO Q27a-b**)
2.  No

**Q26.** Would you consider 5-10 minute walks for any portion of your transportation needs?

1.  Yes
2.  No (**GO TO Q29a-b**)
3.  Do not know

**Q27a-b/Q28a-b.** What considerations would influence you to consider walking more for some of your trips? **{CHECK YOUR TOP 2 CONSIDERATIONS}**

1.  Cost savings
2.  Safer than motor vehicle
3.  Environmental concerns
4.  Health/Exercise
5.  Minimize government licensing and registration requirements
6.  Circumvent traffic delays
7.  Minimize parking needs
8.  Other, please specify (**GO TO Q27b for first "other" and Q28b for second "other"**)  
**Q27b.** \_\_\_\_\_  
**Q28b.** \_\_\_\_\_
9.  None

**Q29a-b/Q30a-b.** What factors keep you from walking more often than you do now? (**CHECK YOUR TOP 2 FACTORS**)

1.  Too much vehicular traffic
2.  Inclement weather conditions
3.  Poor lighting at night
4.  Condition/Quality of sidewalks
5.  Vehicles travel too fast
6.  Exposure to air pollution
7.  Safety
8.  Distances are too far
9.  Need to carry groceries and other types of cargo
10.  Other, please specify (**GO TO Q29b for first "other" and Q30b for second "other"**)  
**Q29b.** \_\_\_\_\_  
**Q30b.** \_\_\_\_\_

**Q31a-b/Q32a-b/Q33-a-b.** What improvements would you suggest to promote more walking by residents and workers in Encinitas? **(CHECK YOUR TOP 3 POTENTIAL IMPROVEMENTS).**

1.  Improved pedestrian crossings
2.  Improved curb ramps and accessibility for people with disabilities
3.  Repair broken sidewalks
4.  Wider sidewalks
5.  Improved buffers between pedestrians and motorists
6.  Slower vehicle speeds
7.  Better access to transit
8.  Better lighting
9.  More walking paths and trails
10.  Safer intersections
11.  Better connectivity of walking paths
12.  Other, please specify **(GO TO Q31b for first “other”, Q32b for second “other”, and 33b for third “other”)**  
**Q31b.** \_\_\_\_\_  
**Q32b.** \_\_\_\_\_  
**Q33b.** \_\_\_\_\_

**IF Q3=7, GO TO Q49—IF Q3≠7, CONTINUE WITH Q34**

**Q34.** Do you currently use a bicycle for any portion of your transportation needs?

1.  Yes **(GO TO Q38a-b)**
2.  No

**Q35.** Would you consider using a bicycle for any portion of your transportation needs?

1.  Yes
2.  No **(GO TO Q42a-b)**
3.  Do not know

**Q36a-b/Q37a-b.** What considerations might influence you to consider using a bicycle for some of your trips? **(CHECK YOUR TOP 2 CONSIDERATIONS)**

1.  Cost savings
2.  Safer than motor vehicle
3.  Environmental concerns
4.  Health/Exercise
5.  Minimize government licensing and registration requirements
6.  Circumvent traffic delays
7.  Minimize parking needs
8.  Other, please specify **(GO TO Q36b for first “other” and Q37b for second “other”)**  
**Q36b.** \_\_\_\_\_  
**Q37b.** \_\_\_\_\_
9.  None

**AFTER Q37, GO TO Q42a**

**Q38a-b/39a-b.** What considerations might influence you to use a bicycle for more of your transportation needs?  
{CHECK YOUR TOP 2 CONSIDERATIONS}

1. \_\_\_\_\_ Cost savings
2. \_\_\_\_\_ Safer than motor vehicle
3. \_\_\_\_\_ Environmental concerns
4. \_\_\_\_\_ Health/Exercise
5. \_\_\_\_\_ Minimize government licensing and registration requirements
6. \_\_\_\_\_ Circumvent traffic delays
7. \_\_\_\_\_ Minimize parking needs
8. \_\_\_\_\_ Other, please specify (**GO TO Q38b for first "other" and Q39b for second "other"**)

**Q38b.** \_\_\_\_\_

**Q39b.** \_\_\_\_\_

**Q40a-b/41a-b.** Please select the two destinations to which you most often travel by bicycle. {CHECK YOUR TOP 2 DESTINATIONS}

1. \_\_\_\_\_ Commuting to work
2. \_\_\_\_\_ Commuting to school
3. \_\_\_\_\_ Visiting friends and family
4. \_\_\_\_\_ Shopping and other errands
5. \_\_\_\_\_ Dining
6. \_\_\_\_\_ Getting to transit
7. \_\_\_\_\_ Places of worship
8. \_\_\_\_\_ Recreation
9. \_\_\_\_\_ Other, please specify (**GO TO Q40b for first "other" and Q41b for second "other"**)

**Q40b.** \_\_\_\_\_

**Q41b.** \_\_\_\_\_

**Q42a-b/Q43a-b.** What factors keep you from bicycling more often than you do now? {CHECK YOUR TOP 2 FACTORS}

1. \_\_\_\_\_ Too much vehicular traffic
2. \_\_\_\_\_ Inclement weather conditions
3. \_\_\_\_\_ Poor lighting at night
4. \_\_\_\_\_ Vehicles travel too fast
5. \_\_\_\_\_ Lack of secure bicycle parking
6. \_\_\_\_\_ Exposure to air pollution
7. \_\_\_\_\_ Safety
8. \_\_\_\_\_ Distances are too far
9. \_\_\_\_\_ Need to carry groceries and other types of cargo
10. \_\_\_\_\_ Other, please specify (**GO TO Q42b for first "other" and Q43b for second "other"**)

**Q42b.** \_\_\_\_\_

**Q43b.** \_\_\_\_\_

**Q44a-b/Q45a-b/Q46a-b.** What improvements would you suggest to promote more bicycle use by residents and workers in Encinitas? **(CHECK YOUR TOP 3 POTENTIAL IMPROVEMENTS).**

1.  More bike lanes on major streets
2.  More bicycle paths and trails
3.  Paved shoulders on narrow roads
4.  Wider lanes to share with cars
5.  Improved buffers between bicyclists and motorists
6.  Slower vehicle speeds
7.  Better bicycle parking and storage
8.  Better access to transit
9.  Better on-road signage
10.  Safer intersections
11.  Better connectivity of bike facilities within the bicycle network
12.  Better road maintenance
13.  Bike sharing program
14.  Better lighting
15.  Other, please specify **(GO TO Q44b for first “other”, Q45b for second “other”, and 46b for third “other”)**  
**Q44b.** \_\_\_\_\_  
**Q45b.** \_\_\_\_\_  
**Q46b.** \_\_\_\_\_

**IF Q3=8, CONTINUE WITH Q47, IF Q3≠8, GO TO Q49**

**Q47a-b-c/Q48a-b-c.** What, if any, considerations could encourage you to consider using public transit for more of your travel needs? **(CHECK YOUR TOP 2 FACTORS)**

1.  Buses and trains should run more frequently
2.  Buses and trains should be more comfortable
3.  Buses and trains should be more accessible to residential locations
4.  Buses and trains should go to more destinations that are currently underserved, please specify **(GO TO Q47b for first “other” and Q48b for second “other”)**  
**Q47b.** \_\_\_\_\_  
**Q48b.** \_\_\_\_\_
5.  Longer operating hours on weekdays
6.  Longer operating hours on weekends
7.  Availability of route and schedule information
8.  Cleanliness inside the bus
9.  Trip time must be faster
10.  Other, please specify **(GO TO Q47c for first “other” and Q48c for second “other”)**  
**Q47c.** \_\_\_\_\_  
**Q48c.** \_\_\_\_\_
11.  None

**Q49.** Whether you currently use a bicycle or not, do you consider bicycles to be a safe method of travel to some of your desired destinations?

1. \_\_\_\_\_ Yes
2. \_\_\_\_\_ No
3. \_\_\_\_\_ Do not know

**Q50.** Whether you currently walk to some of your destinations or not, do you consider walking to be a safe method of travel to these destinations?

1. \_\_\_\_\_ Yes
2. \_\_\_\_\_ No
3. \_\_\_\_\_ Do not know

**Q51-Q53:**

**Computer link:** Whether you currently use a bicycle, walk or neither, the City of Encinitas would like your input on what the City should prioritize when building pedestrian and bike infrastructure projects. Several criteria are shown below. Please move your 3 priorities to the designated box on the right.

**QR:** Whether you currently use a bicycle, walk or neither, the City of Encinitas would like your input on what the City should prioritize when building pedestrian and bike infrastructure projects. Several criteria are shown below. Please rank your top 3 priorities based on what you feel is most important. Number 1 is the criterion *most important* to you, followed in order by numbers 2 and 3.

- \_\_\_\_\_ **Gap Closure:** Prioritizes projects that fill a missing segment in the pedestrian or bicycle network.
- \_\_\_\_\_ **Location such as proximity to schools, jobs & attractions:** Prioritizes projects that are near these types of land uses.
- \_\_\_\_\_ **First/Last Mile Services:** Prioritizes projects that focus on ways to get people to and from transit on either end of their trip.
- \_\_\_\_\_ **Regional Significance:** Prioritizes projects that are part of a regional plan and provide regional connectivity.
- \_\_\_\_\_ **Social Equity:** Prioritizes benefits to people of all ages, abilities, and racial/ethnic backgrounds.
- \_\_\_\_\_ **Shovel-Readiness:** Prioritizes projects for which plans and designs have already been completed.
- \_\_\_\_\_ **Anticipated Demand:** Prioritizes projects where projections indicate future demand for bicycle and pedestrian paths and trails will be high.

**DEMOGRAPHICS**

To ensure that we are hearing from a wide variety of Encinitas residents, we would like to ask you a few more questions. Again, your responses are completely confidential and will be compiled in summary form only.

**GENDER:**

- 1. \_\_\_\_ Male
- 2. \_\_\_\_ Female
- 3. \_\_\_\_ Other
- 4. \_\_\_\_ Prefer not to answer

**ETHNICITY (a-c)** Which of the following most closely describes your racial/ethnic background?

---

- 1. \_\_\_\_ Hispanic
- 2. \_\_\_\_ White/Caucasian
- 3. \_\_\_\_ African American/Black
- 4. \_\_\_\_ Asian/Southeast Asian
- 5. \_\_\_\_ American Indian
- 6. \_\_\_\_ Pacific Islander
- 7. \_\_\_\_ Middle Easterner
- 8. \_\_\_\_ Mixed Ethnicities, please specify  
**ETHNICITY b** \_\_\_\_\_
- 9. \_\_\_\_ Other, please specify  
**ETHNICITY c** \_\_\_\_\_
- 10. \_\_\_\_ Prefer not to answer

**EDUC.** What is the last grade in school you have completed?

- 1. \_\_\_\_ Less than 8<sup>th</sup> Grade Education
- 2. \_\_\_\_ Some High School
- 3. \_\_\_\_ High School Graduate
- 4. \_\_\_\_ Vocational/Technical School
- 5. \_\_\_\_ College Graduate
- 6. \_\_\_\_ Graduate School Degree
- 7. \_\_\_\_ Prefer not to answer



**AGE.** Which of the following age categories best describes your current age?

1.  Under 18 years old
2.  18 to 34 years old
3.  35 to 54 years old
4.  55 to 74 years old
5.  75 years old or more
6.  Prefer not to answer

**INCOME.** Which of the following categories best describes your **total household income** in 2020, before taxes?

1.  Less than \$20,000 per year
2.  \$20,000 to \$39,999 per year
3.  \$40,000 to \$59,999 per year
4.  \$60,000 to \$79,999 per year
5.  \$80,000 to \$99,999 per year
6.  \$100,000 to \$149,999 per year
7.  \$150,000 to \$199,999 per year
8.  \$200,000 or more per year
9.  Prefer not to answer

**DISABLED.** Do you have a disability?

1.  Yes
2.  No
3.  Prefer not to answer

***The City of Encinitas thanks you for your help in providing this very important and much appreciated information.***