



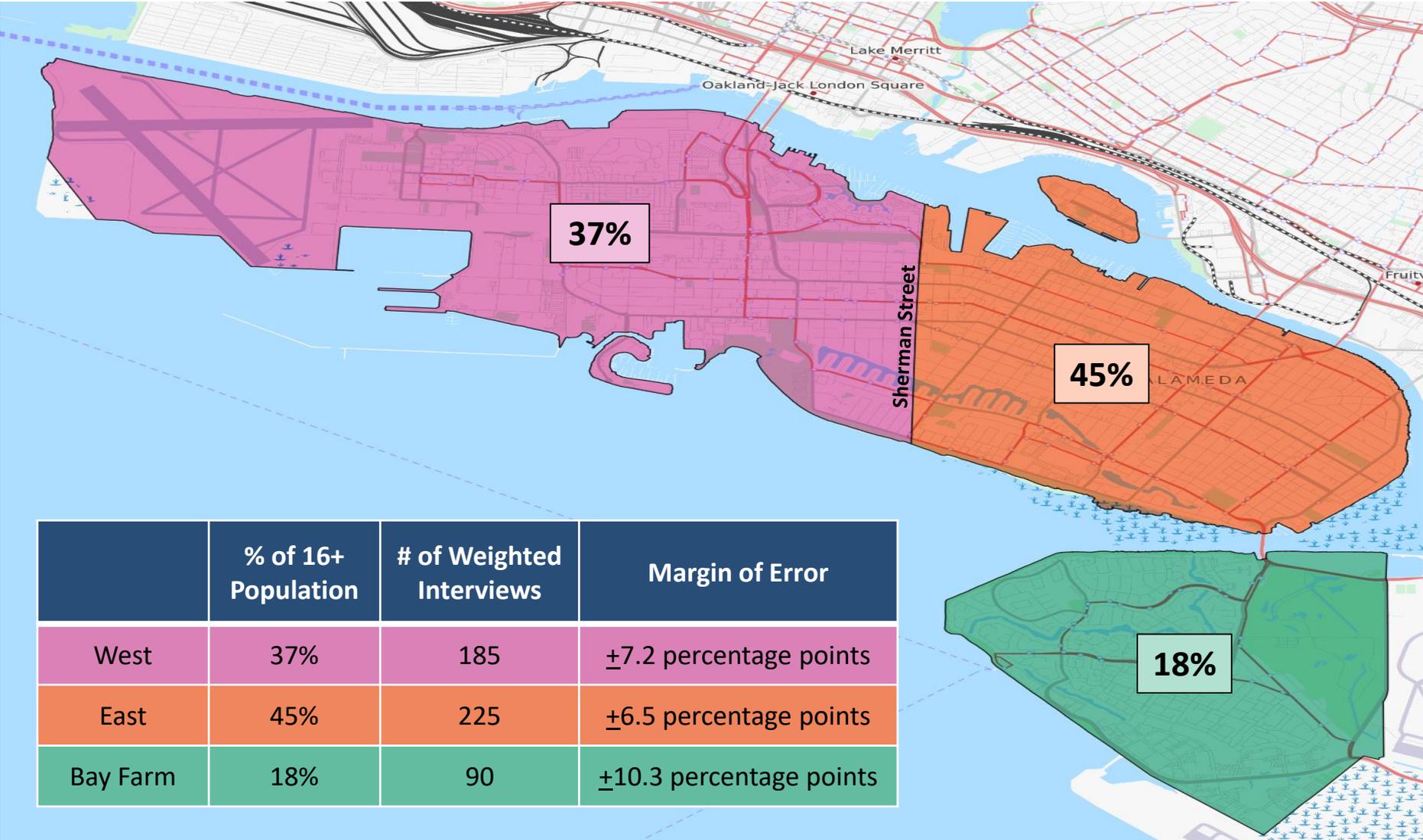
Alameda ATP Community Survey Summary Report

Methodology

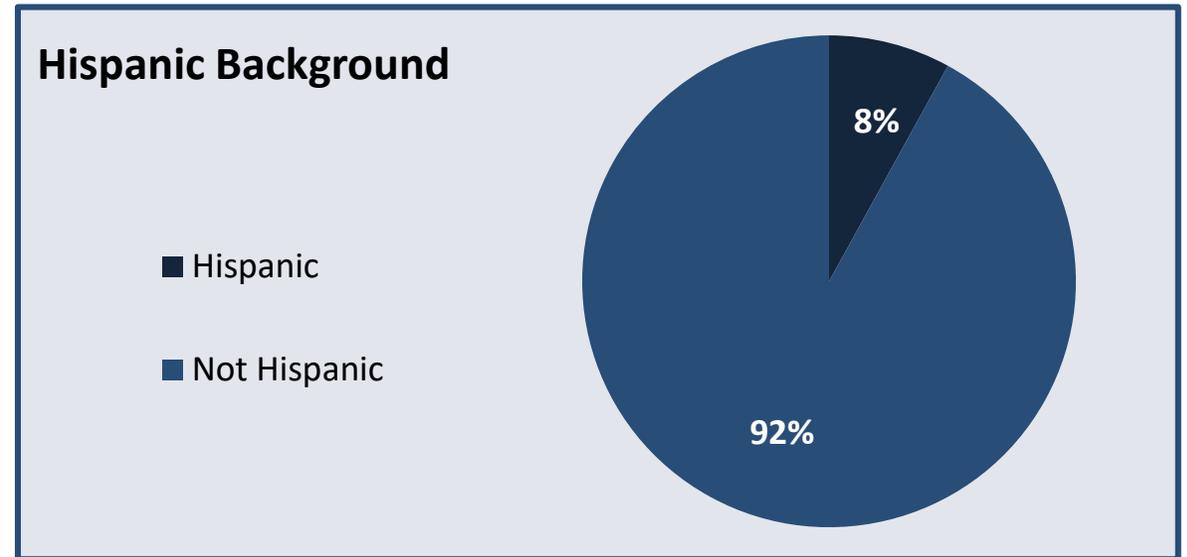
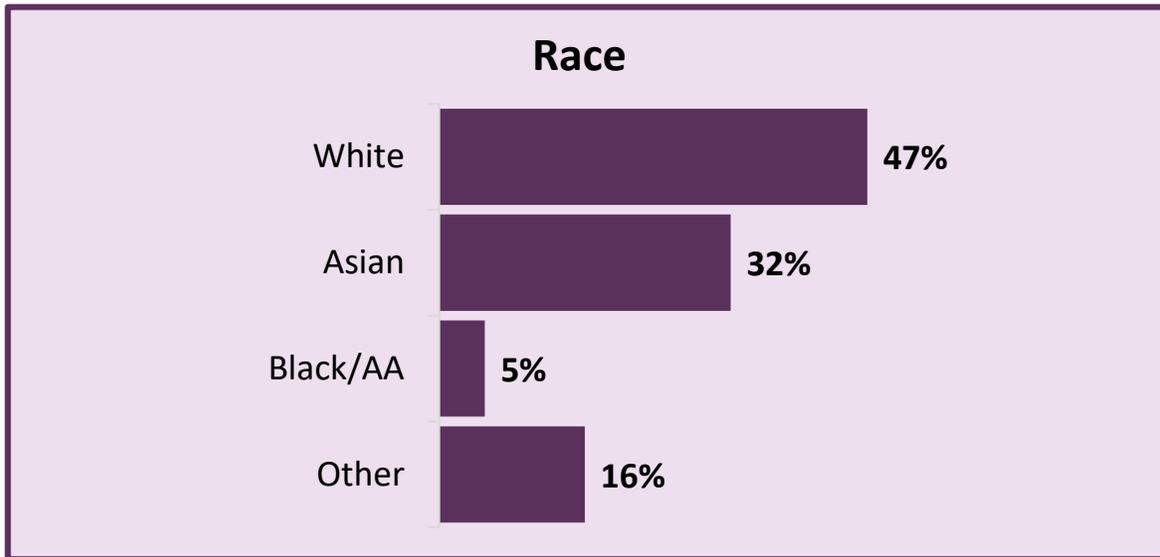
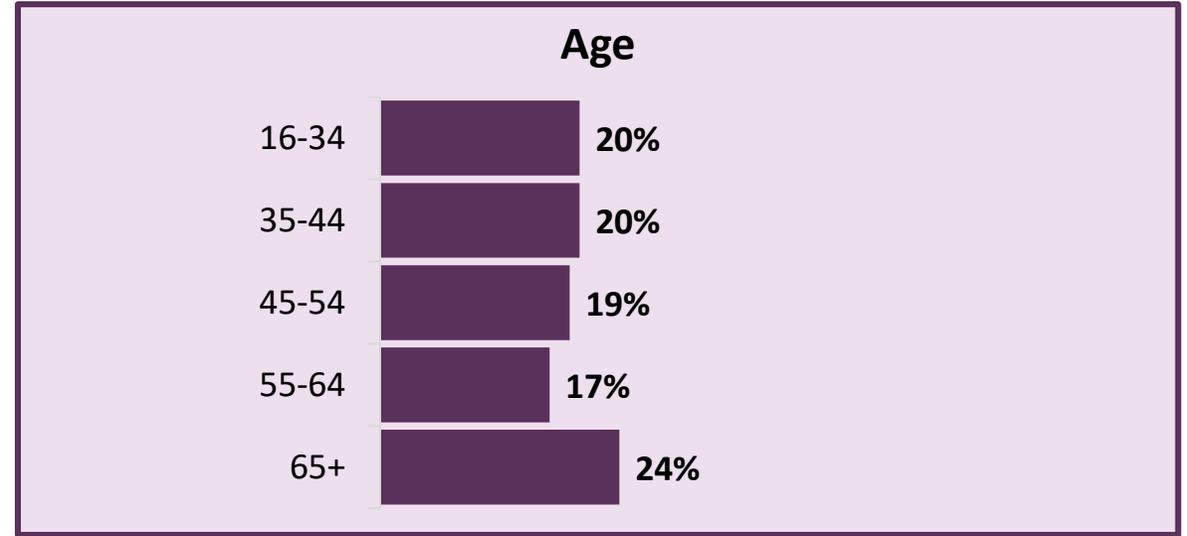
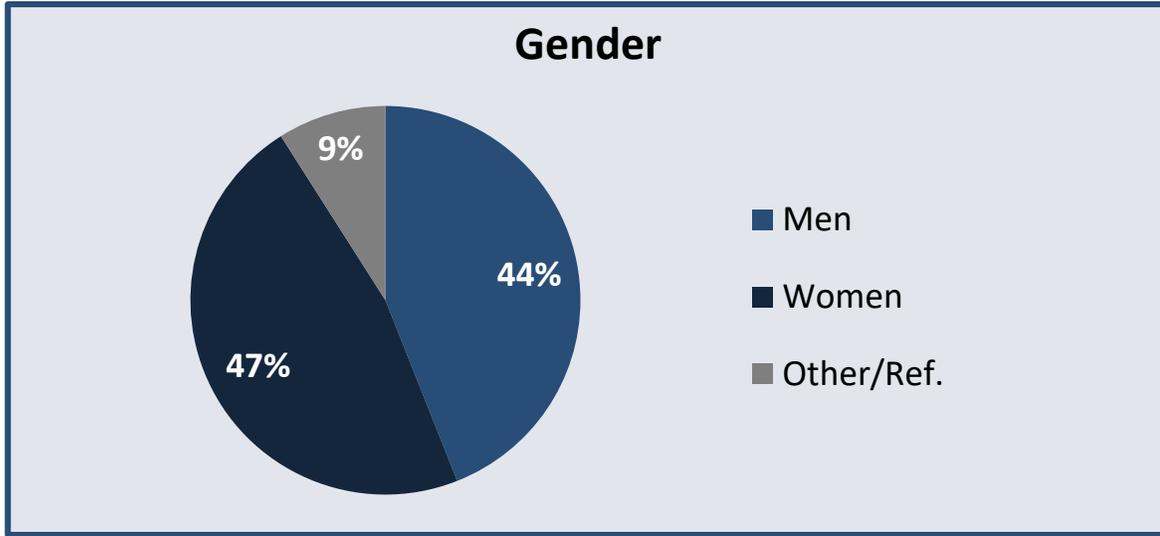
- ▶ Survey of adult residents (16+) of the City of Alameda, California
- ▶ Households selected at random and invited to take the survey online or by requesting a paper survey
 - Survey offered in English, Spanish, and Chinese
 - Gift card drawing offered as incentive to participate
 - Reminders to non-responsive households issued by mail, email, text message, and automated phone call
- ▶ A total of 1,093 surveys were completed
- ▶ Survey conducted November 12th – December 16th, 2019
 - The survey was completed prior to the COVID-19 pandemic and shelter-in-place orders.
- ▶ Margin of error \pm 4.4 percentage points at the 95% confidence interval based on 500 weighted interviews.

Please note that due to rounding, some percentages may not add up to exactly 100%.

City of Alameda Areas

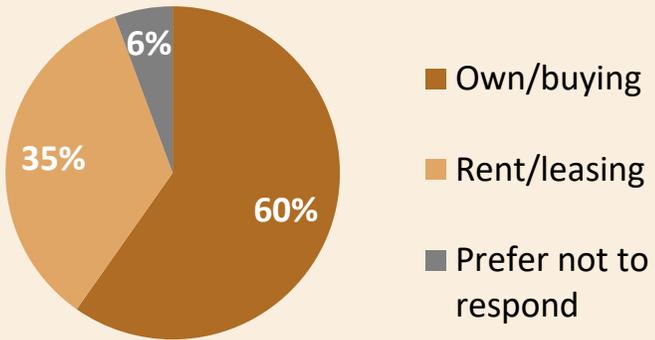


Resident Demographics

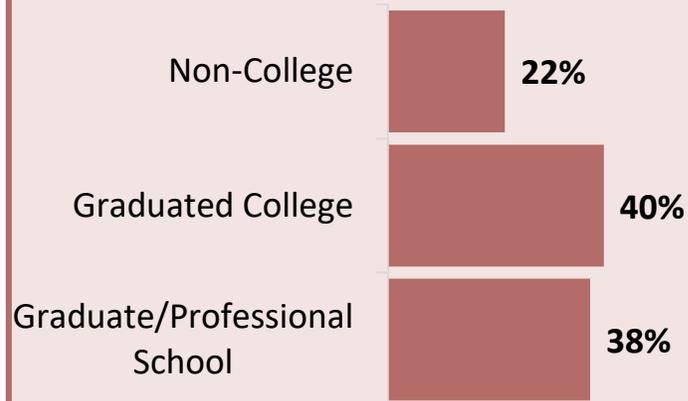


Resident Demographics

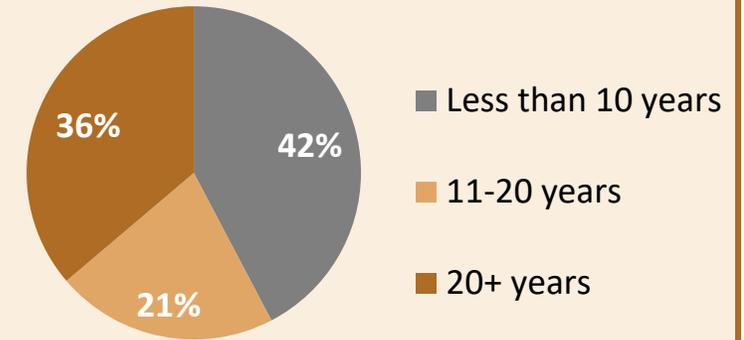
Homeownership



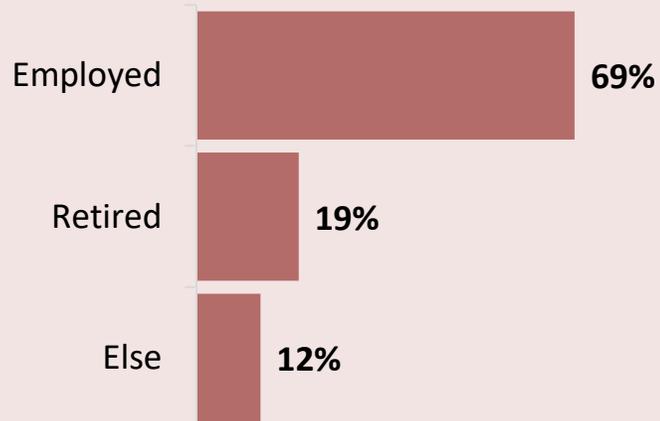
Education



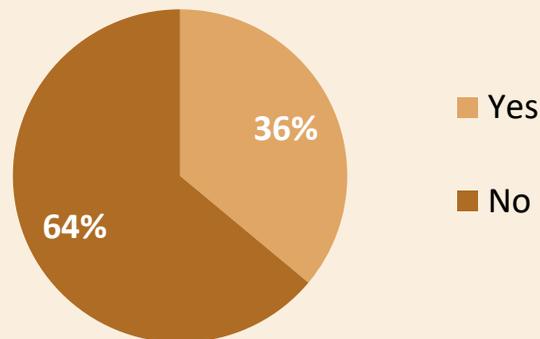
Tenure in Alameda



Job Status



Presence of School-Aged Child in Household



Household Income



Key Findings

- ▶ 75% of residents in Alameda use active transportation at least a few times a month when traveling within the city, and 32% do the same when leaving the island.
 - Within Alameda, nearly 70% of residents walk, almost 40% ride a bike, and 3% scooter at least a few times a month.
- ▶ While most residents believe Alameda is a great place to walk and bike, over 80% of City residents think Alameda should do more to make it safer to walk across busy streets, and over 70% think Alameda should do more to make it safer for people to bicycle.
- ▶ More than half of residents (55%) believe they would drive less if biking and walking in Alameda were safer, and two-thirds (66%) say they have car trips they could replace with walking or biking.
- ▶ Over half (56%) of Alameda residents regularly take trips by bike, while nearly all (92%) regularly take trips by walking.
- ▶ Introducing painted crosswalks greatly improves how safe Alamedans feel crossing streets without stop signs or other controls; reducing crossing distances across larger streets helps further improve comfort levels.
- ▶ Bike lanes, especially buffered and separated bike lanes, dramatically increase comfort with biking on streets with faster, busier traffic.
- ▶ Three-quarters of residents (76%) believe removing on-street parking near intersections to improve pedestrian visibility and make crossing safer is a good idea for Alameda.



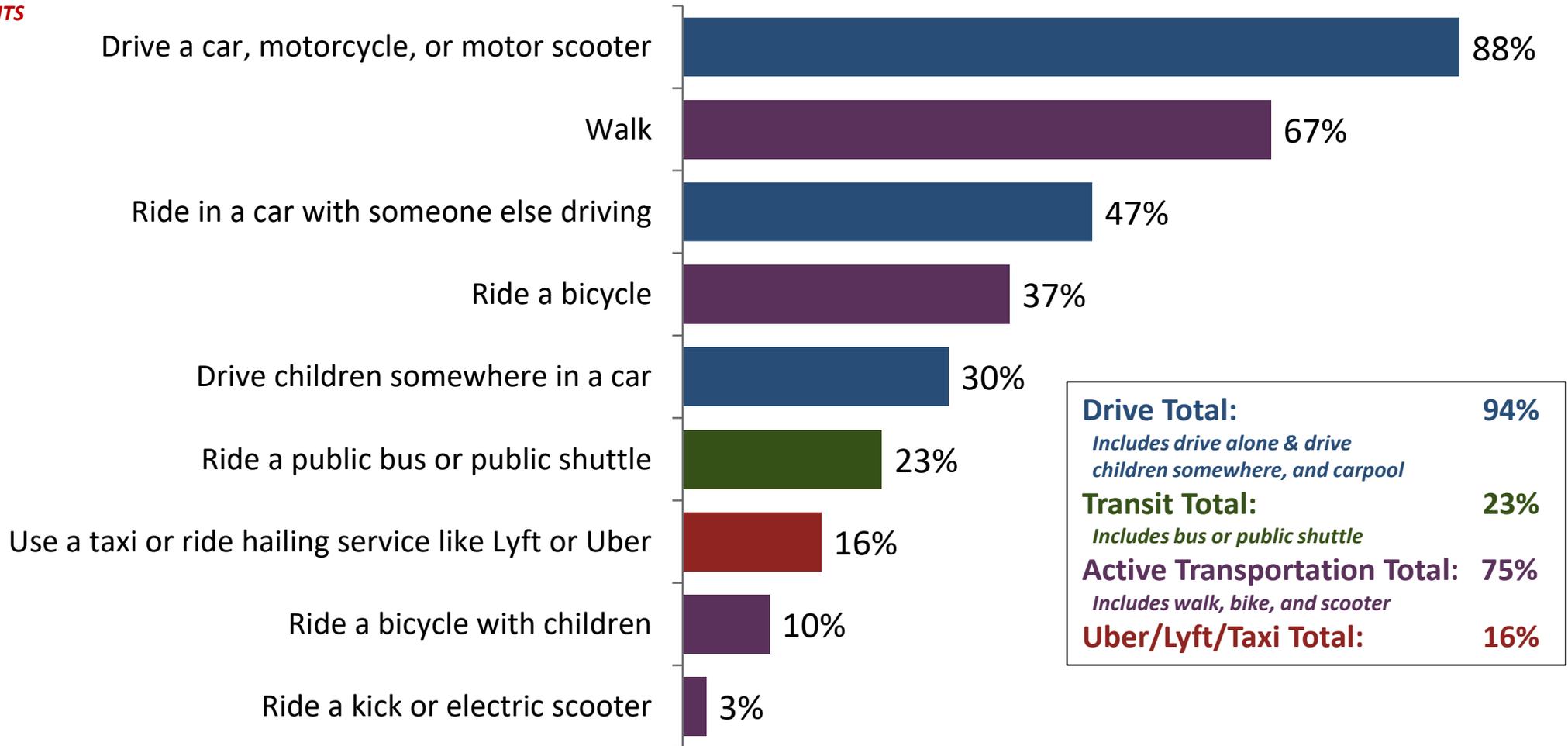
Travel Habits

Travel within Alameda



Within Alameda, nearly 70% of residents walk, while almost 40% bike at least a few times a month. Only 3% of residents indicate they ride a scooter.

AMONG ALL SURVEY RESPONDENTS



Q13. Thinking about the ways you travel within Alameda, which of the following do you do at least a few times a month? *Multiple responses accepted.*

Travel within Alameda by Subgroups



Younger residents and those who have lived in Alameda for 10 years or less are more likely to use transit and active transportation when traveling within the city. Renters are more likely to ride transit compared to homeowners.

% Selected	Overall	Age Group					Area			Tenure in Alameda			Homeownership	
		16-34 (20%)	35-44 (20%)	45-54 (19%)	55-64 (17%)	65+ (24%)	Bay Farm (18%)	East (45%)	West (37%)	<10 Years (42%)	11-20 Years (21%)	20+ Years (36%)	Own/ Buying (60%)	Rent/ Other (40%)
Drive Total	94%	92%	94%	95%	95%	96%	99%	94%	92%	93%	95%	96%	97%	91%
Transit Total	23%	32%	25%	22%	15%	18%	12%	22%	28%	30%	20%	15%	15%	33%
Active Transportation Total	75%	85%	81%	79%	74%	59%	63%	81%	73%	82%	75%	66%	72%	78%
Uber/Lyft/Taxi Total	16%	19%	22%	19%	11%	8%	12%	16%	17%	22%	14%	10%	13%	20%

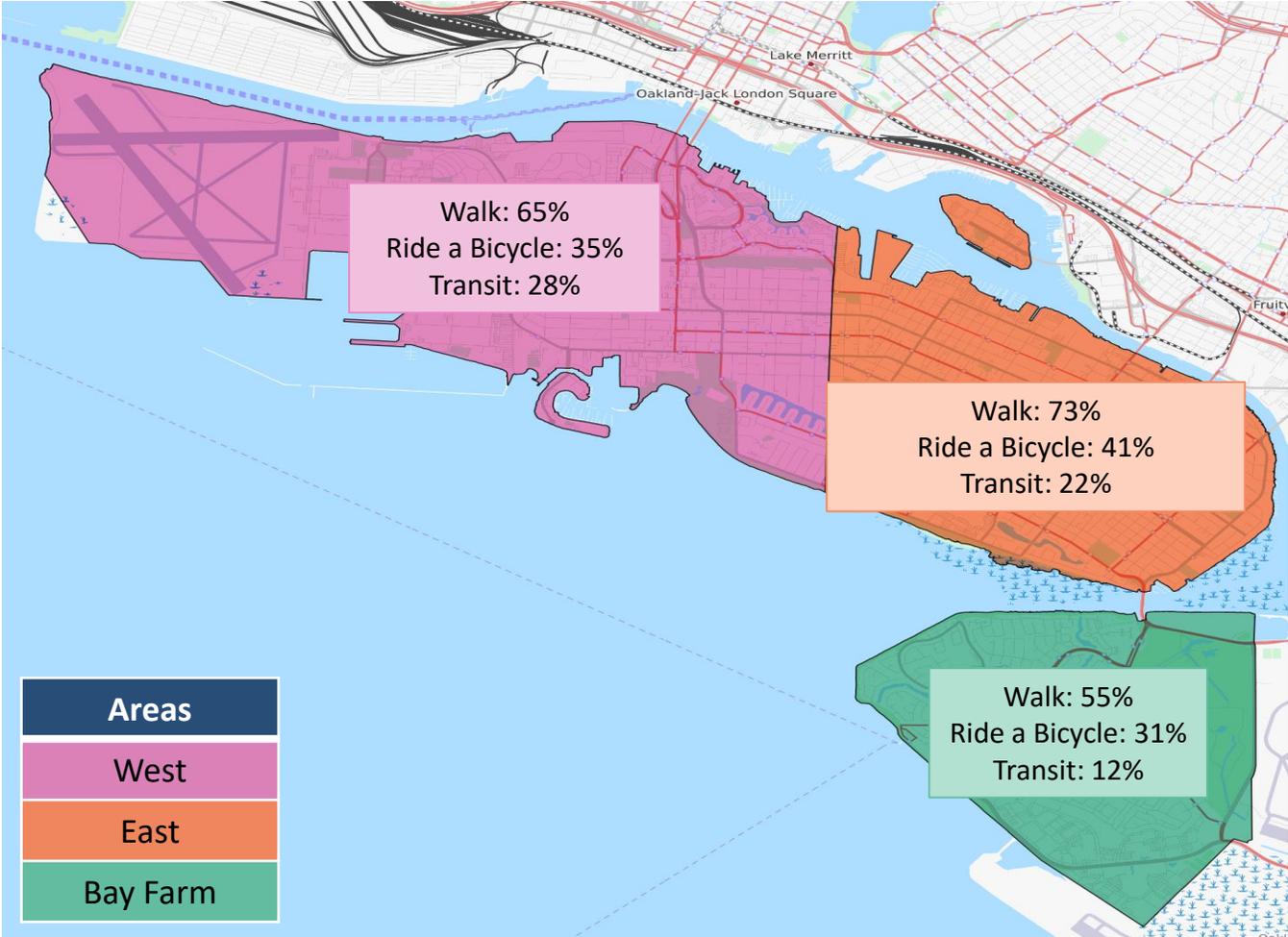
Q13. Thinking about the ways you travel within Alameda, which of the following do you do at least a few times a month?

Active Transportation Within Alameda by Area



Q13. Thinking about the ways you travel within Alameda, which of the following do you do at least a few times a month?

Residents who live on the main island are more likely to walk and use transit at least a few times a month when traveling within Alameda. Residents who live in the East area are most likely to ride a bicycle.



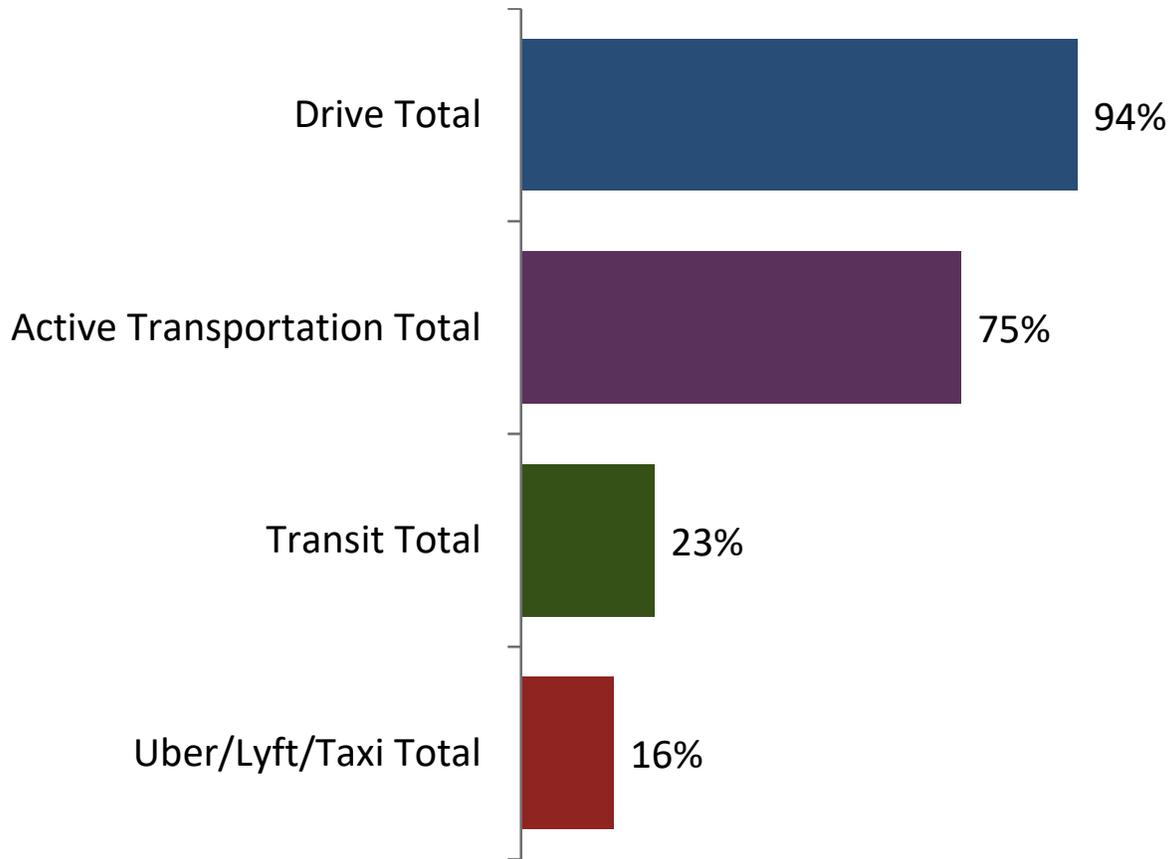
Travel Mode Comparison



Nearly all residents drive in some capacity with traveling within and when leaving Alameda. Three-quarters say they use active transportation at least a few times a month when traveling within the city, while half use transit when leaving.

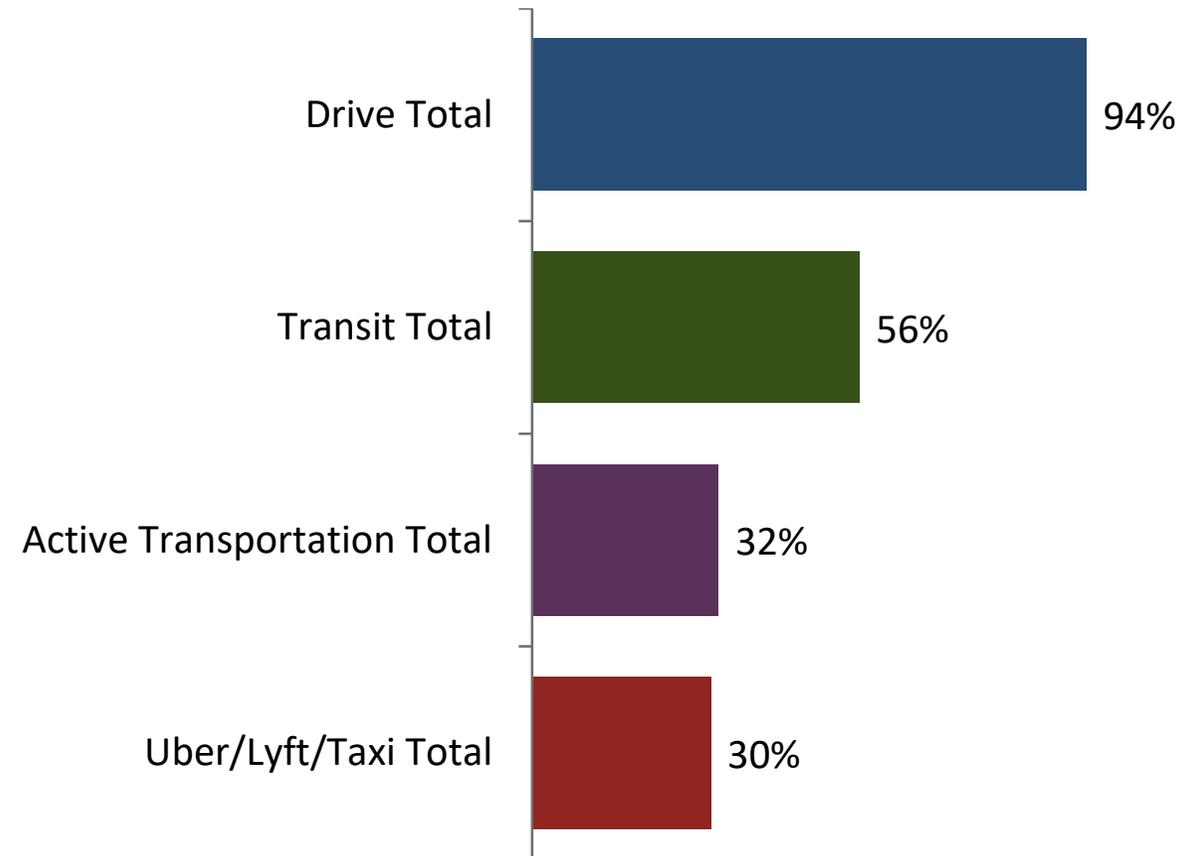
Within Alameda

(n=500)



When Leaving Alameda

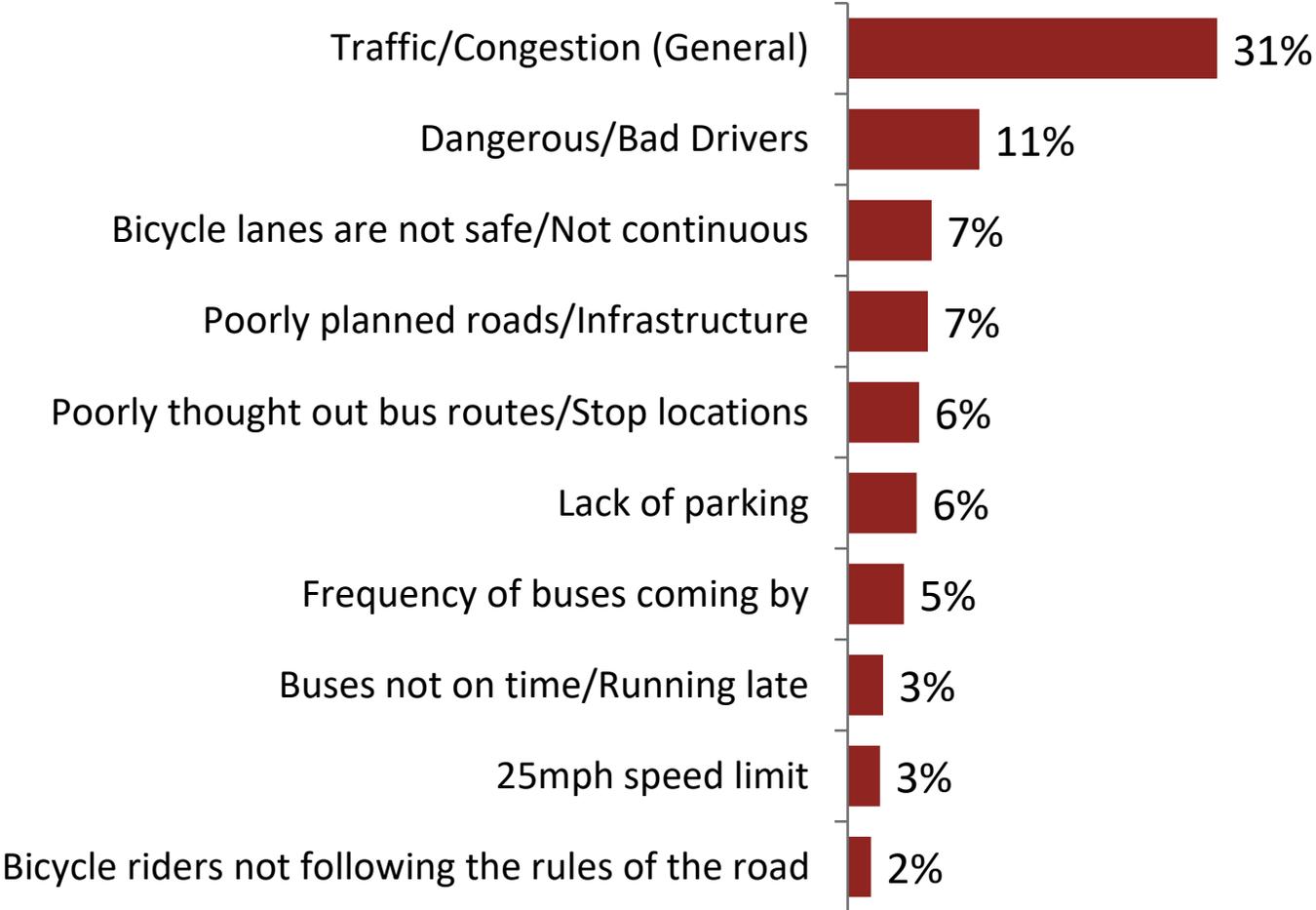
(n=473)



Transportation Challenges within Alameda



Nearly one-third of residents say the biggest transportation challenge within the city is traffic/congestion.



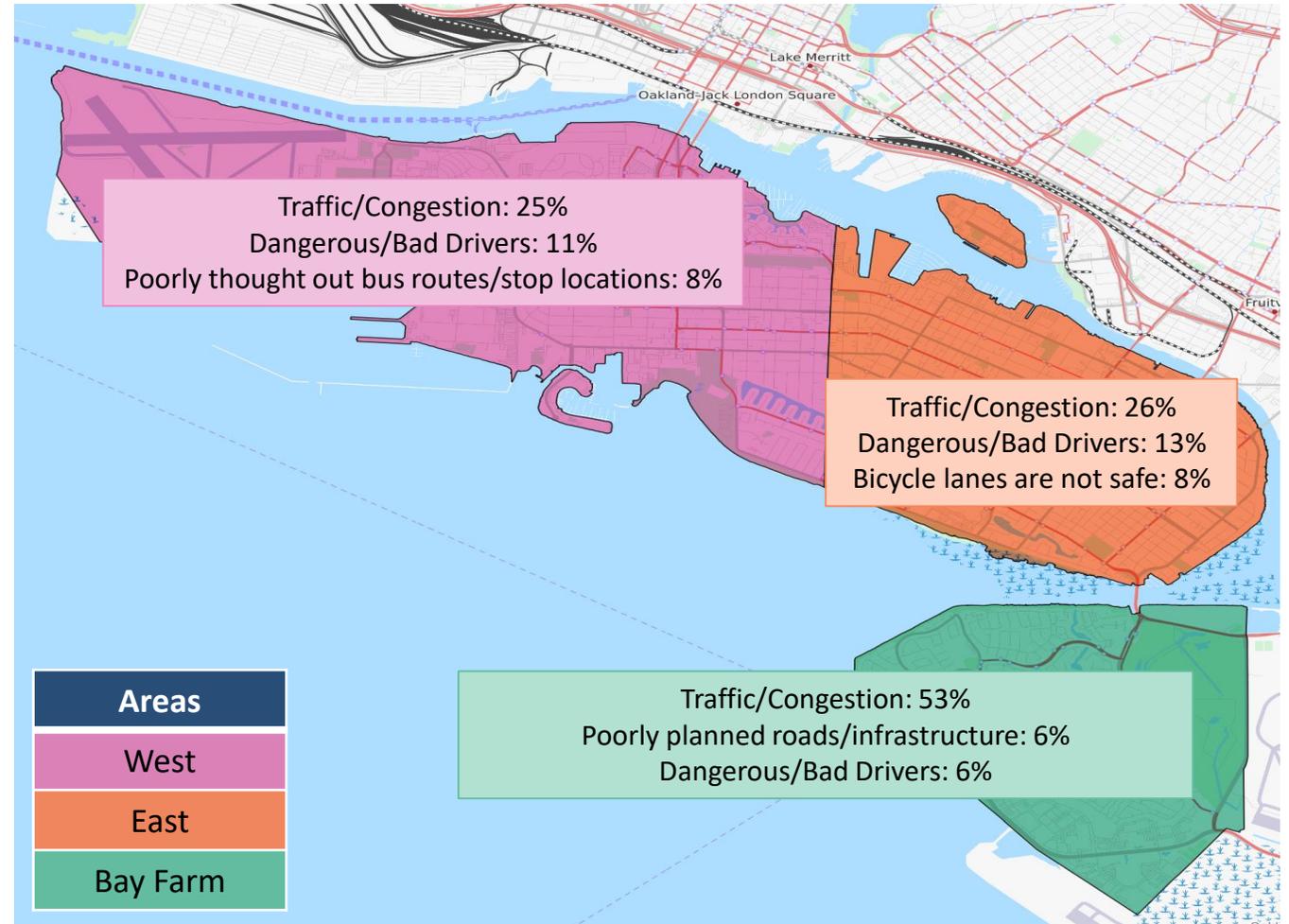
Q15. What would you say are the biggest transportation challenges you face getting around within Alameda? *Open-ended responses coded into categories.*

Top Transportation Challenges by Area



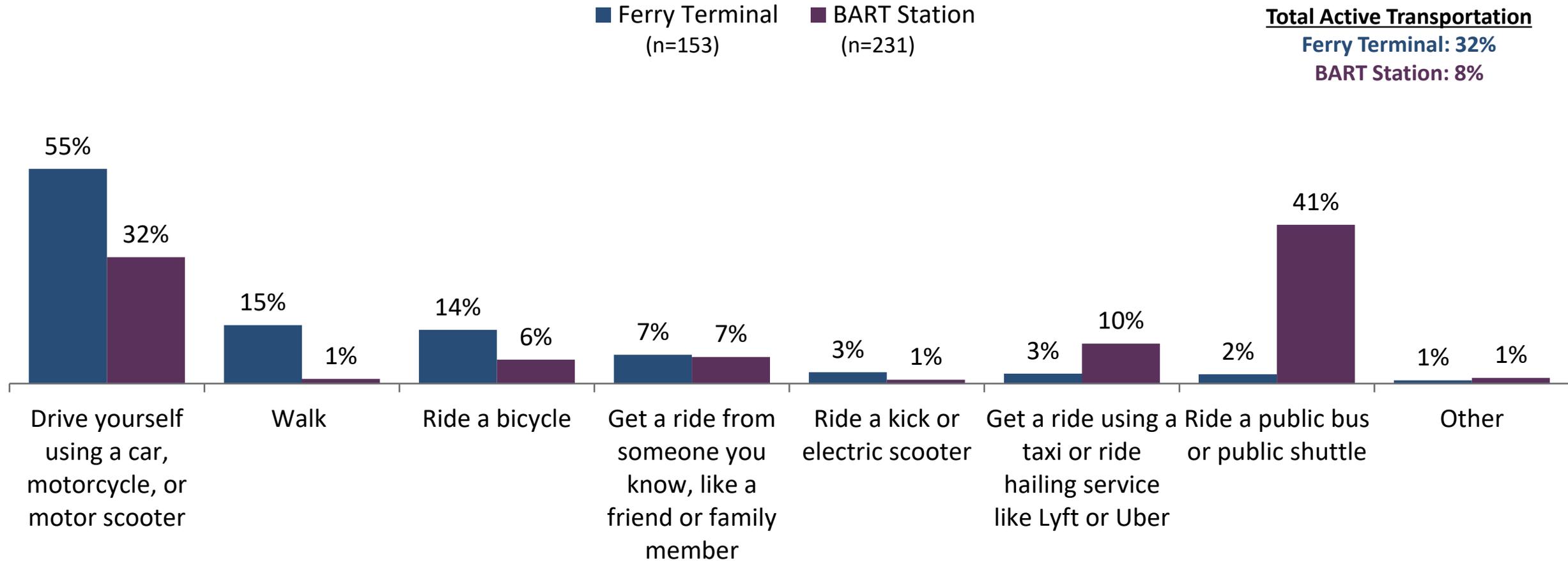
Q15. What would you say are the biggest transportation challenges you face getting around within Alameda?

Over half of Bay Farm residents say their biggest transportation challenge is traffic/congestion. Main island residents are more likely to have concerns about dangerous or bad drivers than those who live in Bay Farm.



Ferry/BART Travel Method

Driving yourself is the most popular commute method to and from the ferry terminal. Approximately one-third of ferry riders use active transportation to travel between their home and the terminal, while 8% of BART riders use active transportation to get to the station.



Q7. How do you usually travel between your home and the ferry terminal? (AMONG RESPONDENTS WHO RIDE THE FERRY; n=153)

Q10. How do you usually travel between your home and the BART station? (AMONG RESPONDENTS WHO RIDE BART; n=231)

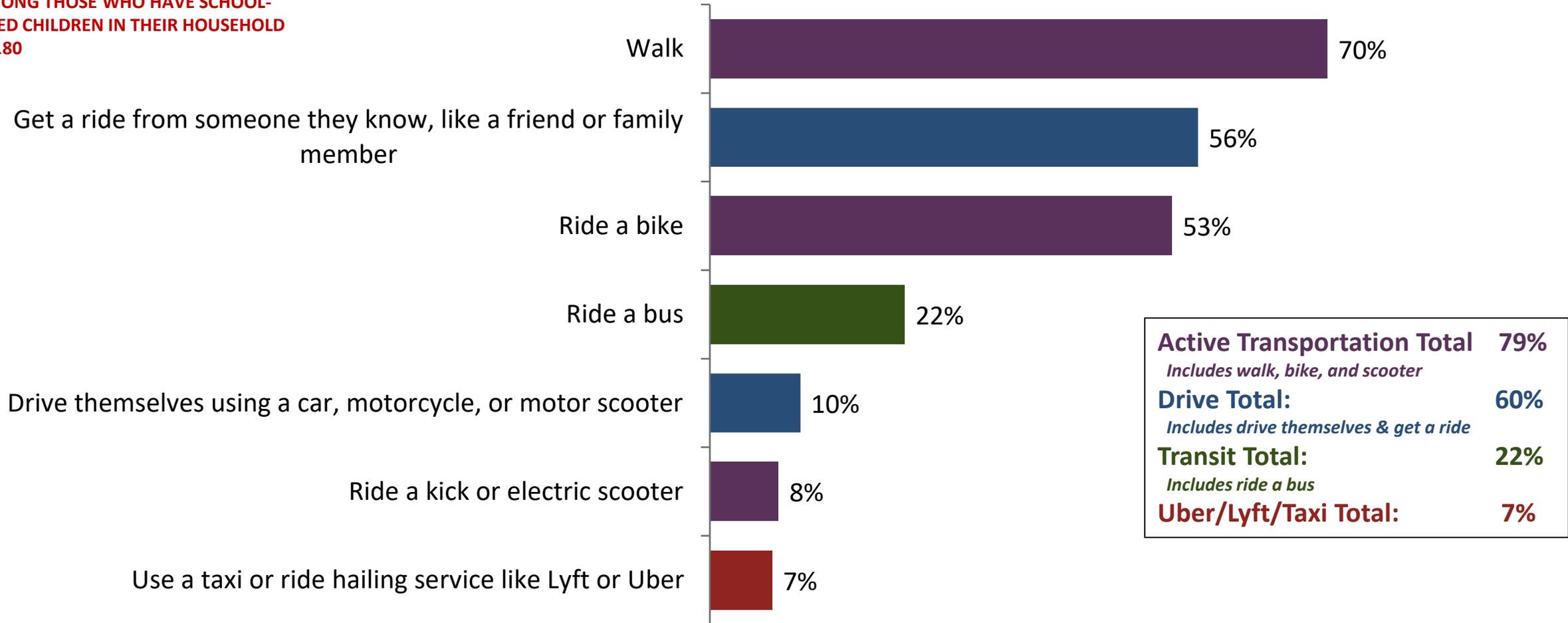


Children

How Children Get Around Generally

Seven-in-ten residents indicate children in their household walk at least a few times a month. Over half of school-aged children ride a bike a few times a month and 8% ride a scooter, both of which are higher rates than adults.

AMONG THOSE WHO HAVE SCHOOL-AGED CHILDREN IN THEIR HOUSEHOLD
n=180

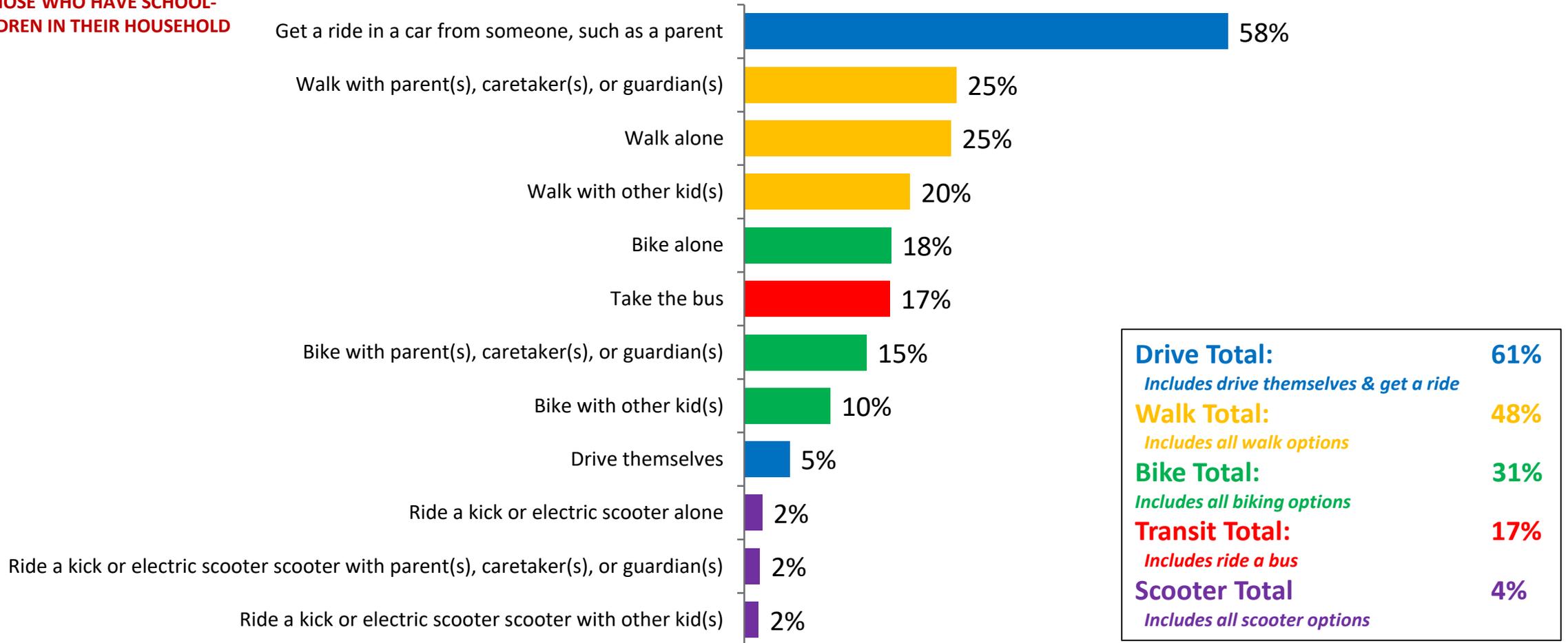


Q16. Which of the following do school-aged children living in your home do at least a few times a month?
Multiple responses accepted.

How Children Get to School

Getting a ride in a car to school is the most popular commute method for children, followed by walking – either with parents, alone, or with other kids.

AMONG THOSE WHO HAVE SCHOOL-AGED CHILDREN IN THEIR HOUSEHOLD
n=180

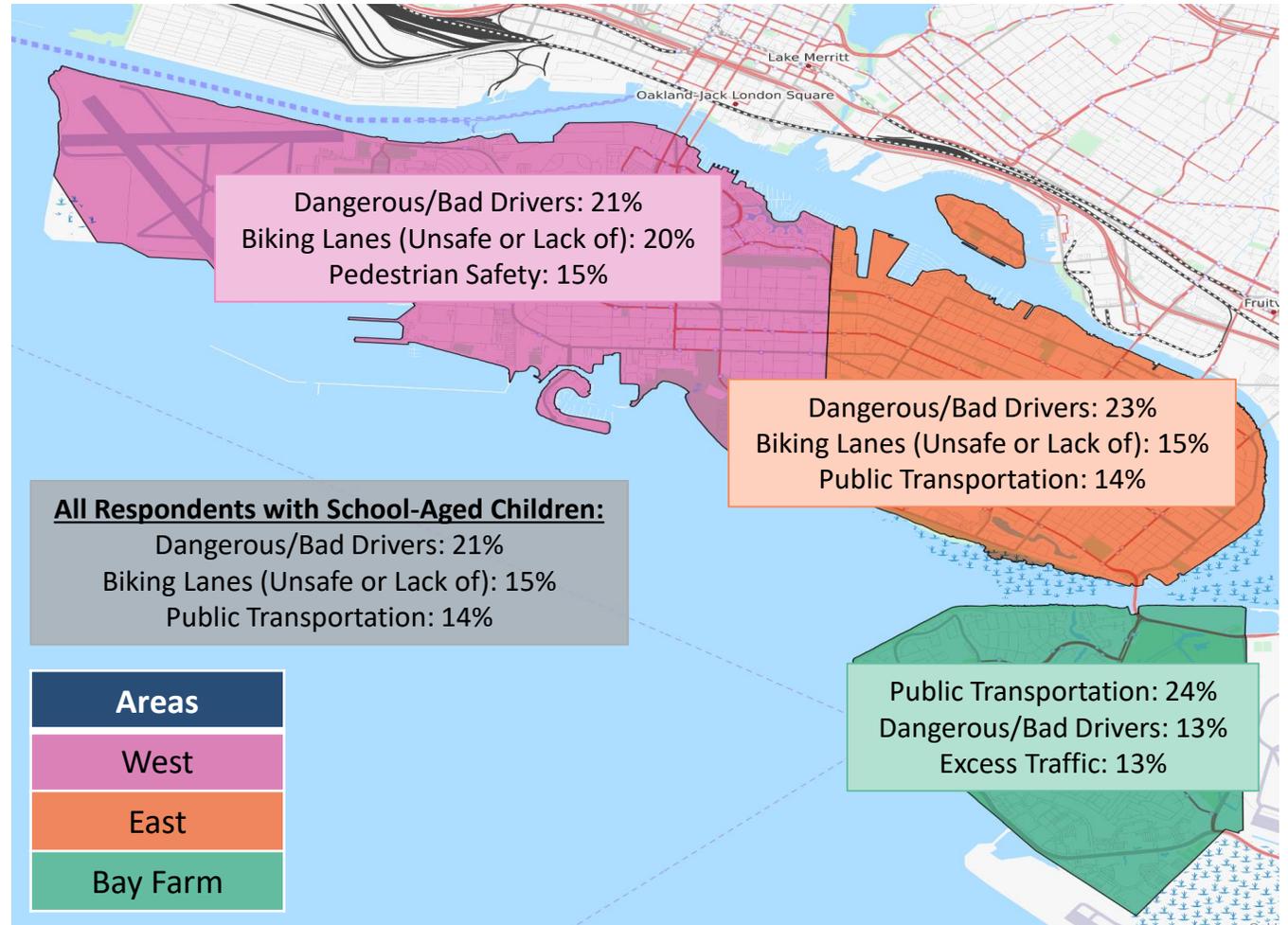


Top Transportation Challenges for Children by Area



Q18. What would you say are the biggest challenges the children in your home face in getting around Alameda?

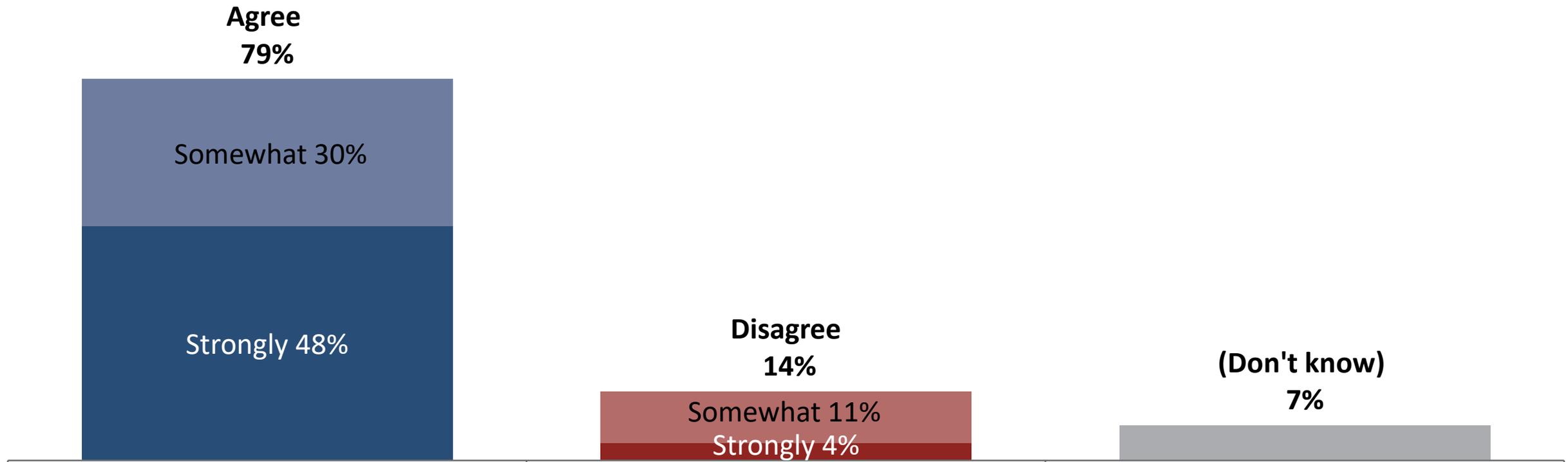
Dangerous and bad drivers are the biggest challenges West and East area residents say children face, while those who live in Bay Farm are most concerned about public transportation.



Children and Safety Attitudes

Four-in-five residents believe the City needs to improve safety for children when it comes to biking and walking, with nearly half who strongly agree with the idea.

Alameda needs to do more to make it safer for children to bicycle and walk



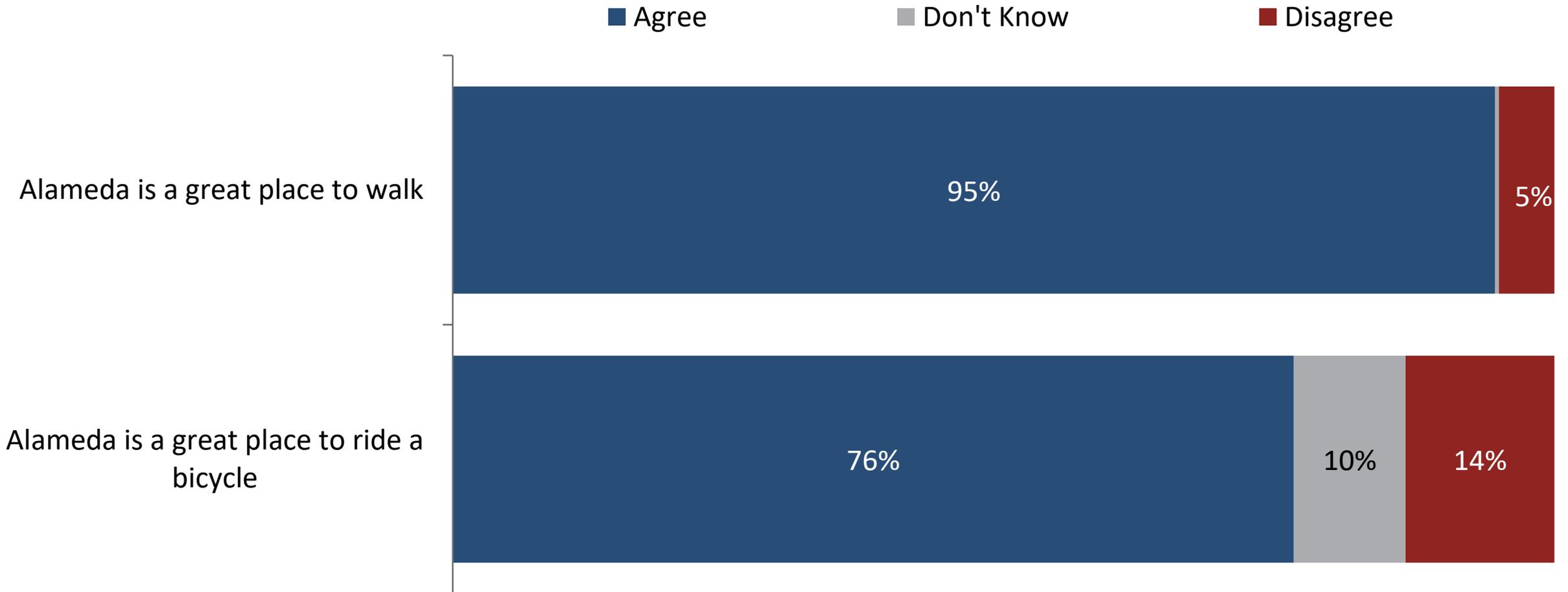


Traveling Considerations

Walking/Biking Attitudes



Nearly all Alameda residents believe the city is a great place to walk and a large majority believe Alameda is a great place to ride a bicycle.

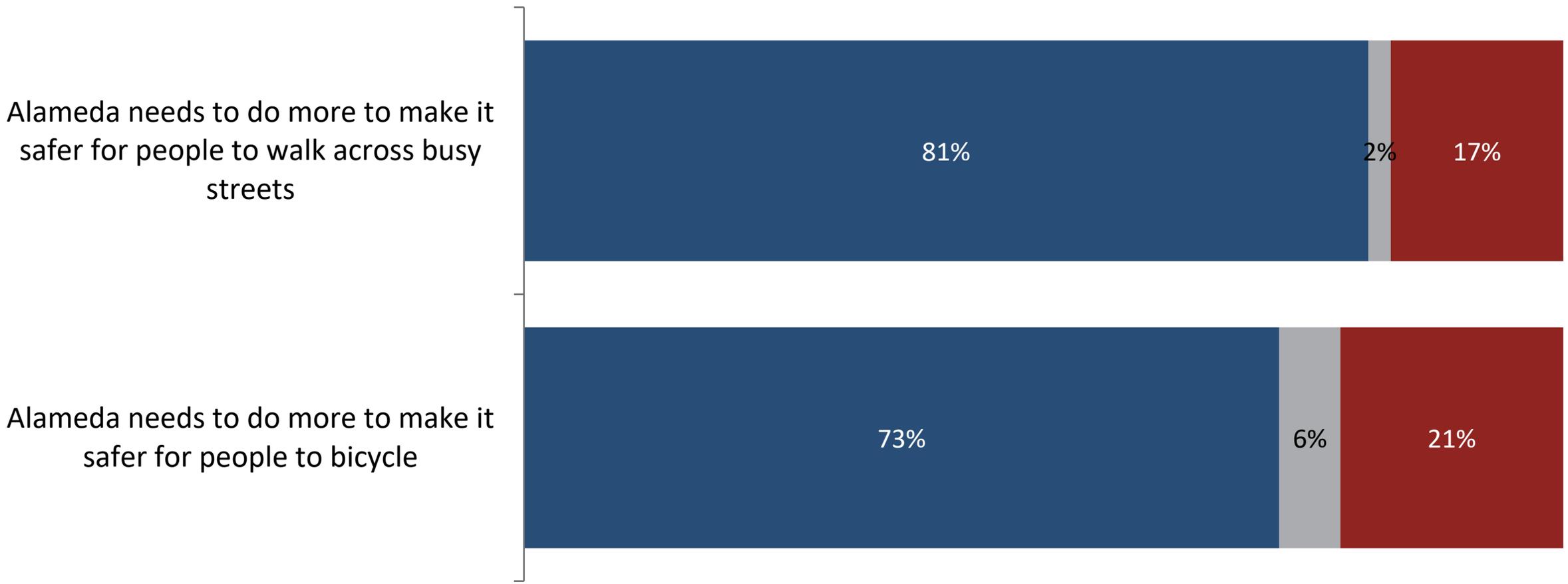


Safety in Alameda Attitudes



A significant majority of residents agree that Alameda needs to do more to make it safer for pedestrians and bicyclists.

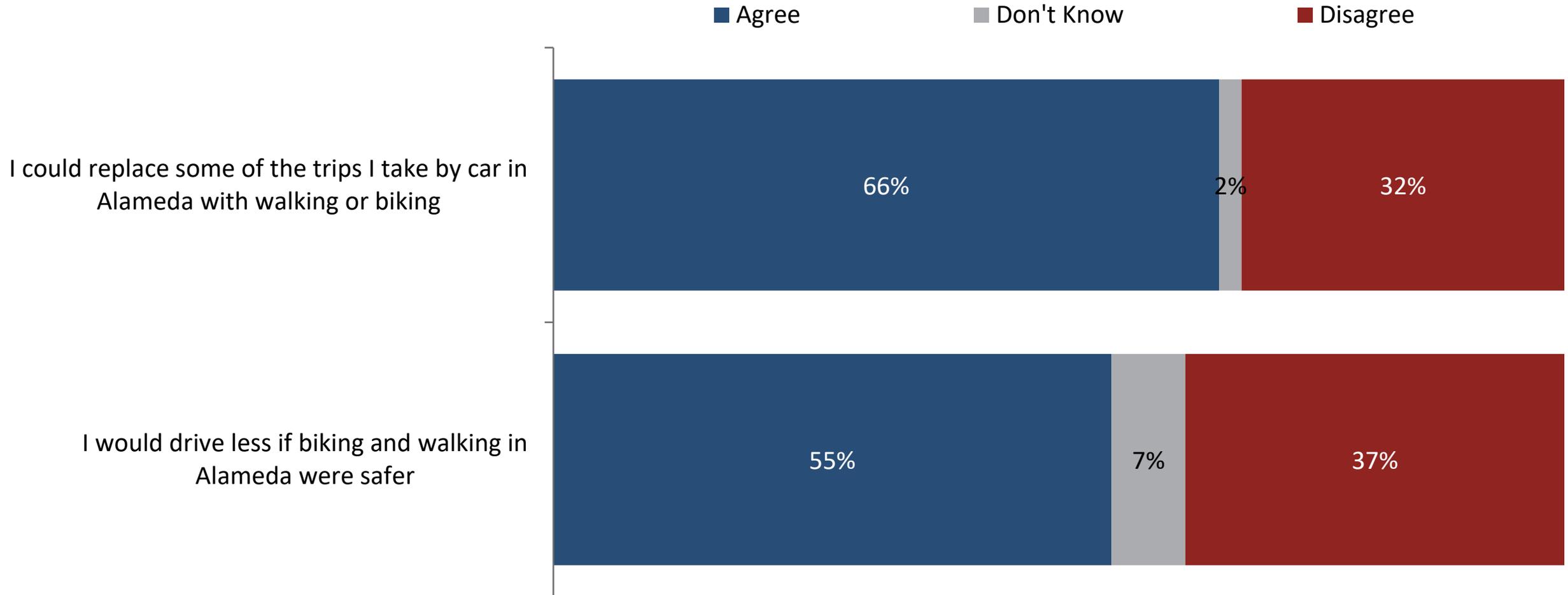
■ Agree ■ Don't Know ■ Disagree



Driving Habits



Two-thirds of residents say they could replace some trips taken by car with walking or biking in Alameda, while a majority indicate they would drive less if biking and walking in Alameda were safer.



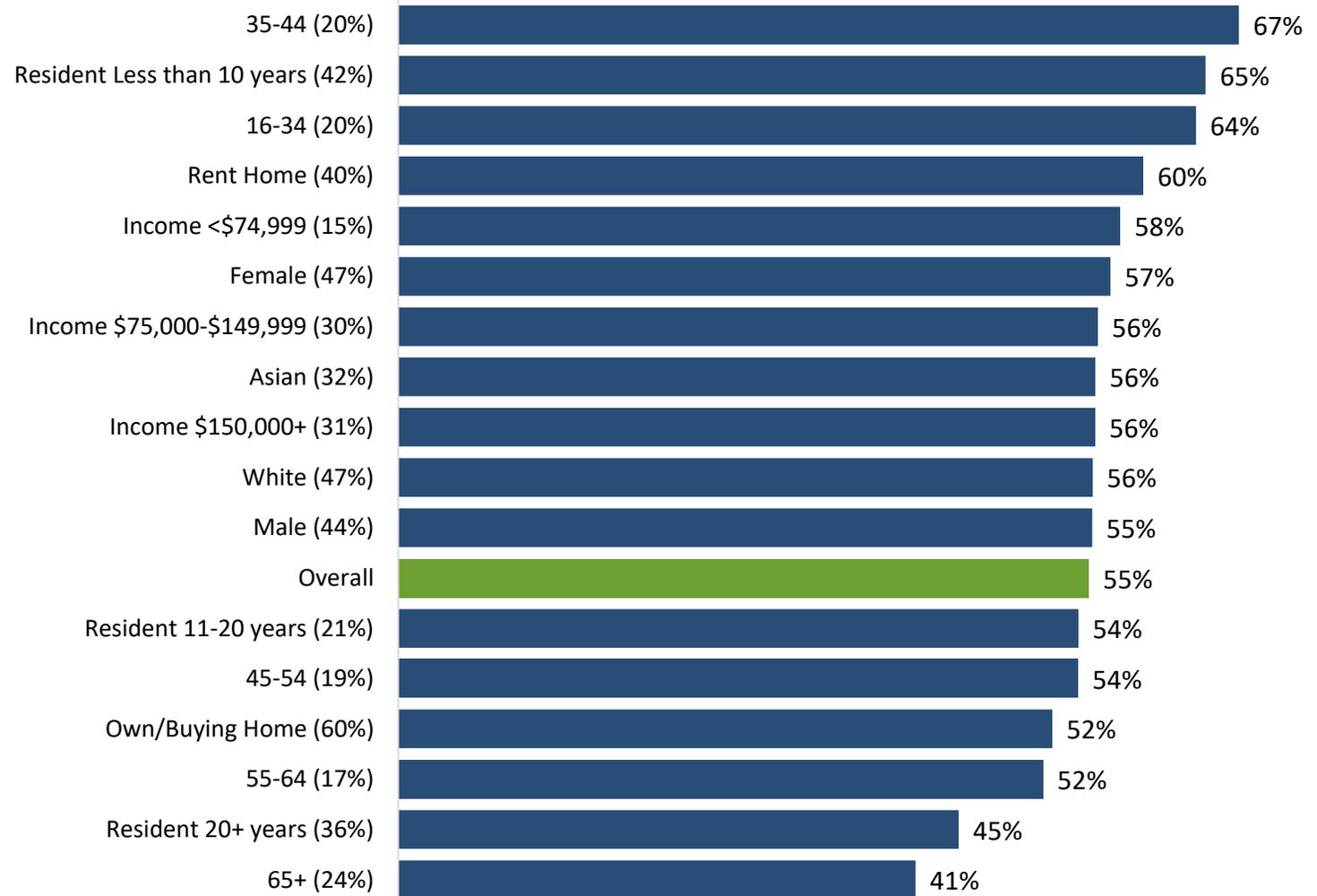
Drive Less by Demographics



Younger residents, newer residents, and those who do not own a home are more likely to say they would drive less if biking and walking in Alameda were safer.

Q31. I would drive less if biking and walking in Alameda were safer.

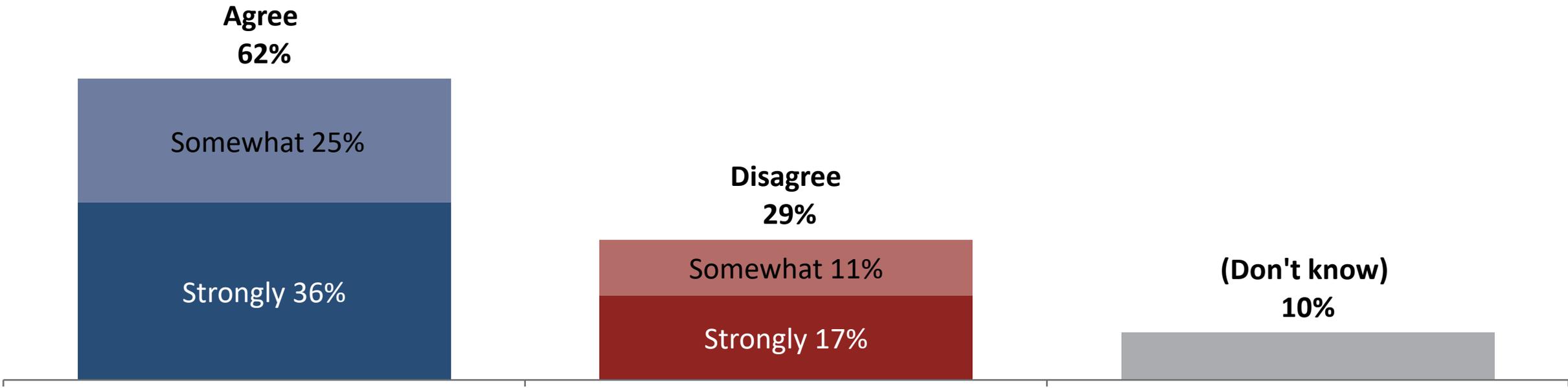
% Total Agree



Interest in Biking More

Three-in-five residents indicate interest in biking more if the city had safe and connected bicycle lanes, routes, and paths.

I would bicycle more if there were safe and connected bicycle lanes, routes, and paths



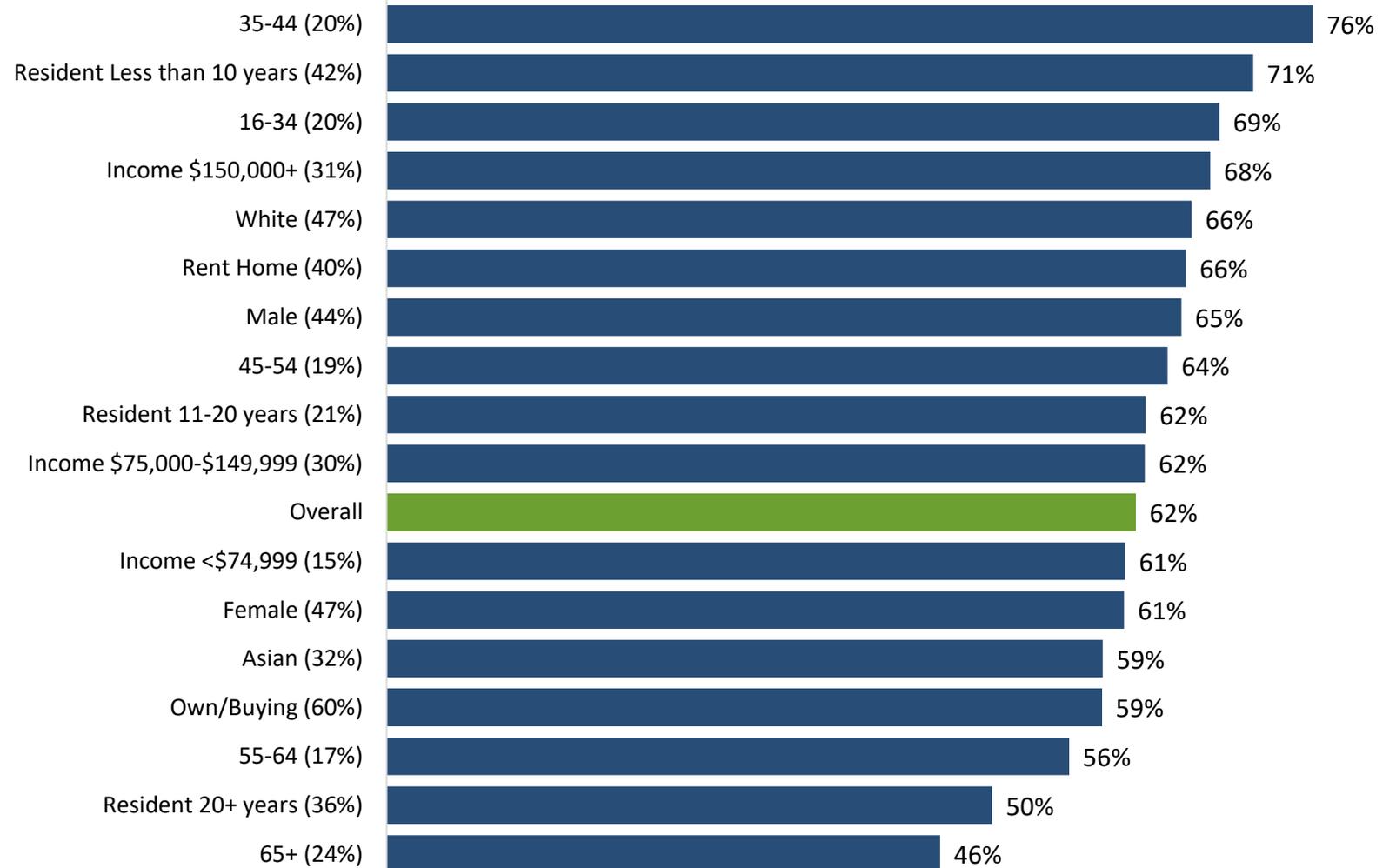
Interest in Biking More by Demographics



Younger residents, newer residents, and those who live in households that make over \$150K annually are more likely to say they would bike more if there were safe and connected lanes, routes, and paths.

Q32. I would bicycle more if there were safe and connected bicycle lanes, routes, and paths.

% Total Agree





Comfort with Biking, Rider Types, and Cycling Typology

Comfort Level Biking on Faster, Busier Streets

Bike lanes help to increase overall comfort with biking on a street with faster, busier traffic.

IF PHYSICALLY ABLE TO RIDE A BIKE; n=453



A street with faster, busier traffic; on-street car parking; and no bike lane.

4% of residents are **very comfortable**
+ 14% of residents are *somewhat comfortable*
18% of residents are comfortable biking

What if a bike lane was added?

35% of residents are **very comfortable**
+ 45% of residents are *somewhat comfortable*
80% of residents are comfortable biking

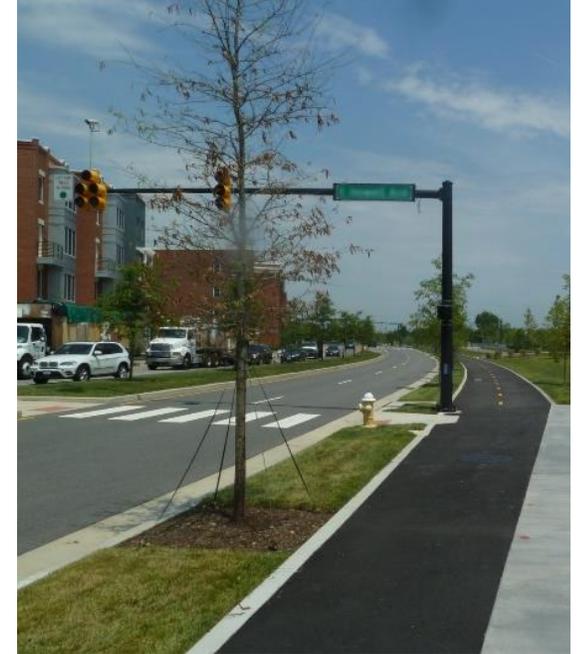
What if a buffered bike lane was added?

47% of residents are **very comfortable**
+ 35% of residents are *somewhat comfortable*
82% of residents are comfortable biking

Comfort Level Biking on Faster, Busier Streets

*Buffered bike lanes and separated bike lanes help residents feel **very comfortable** when biking on faster, busier streets.*

IF PHYSICALLY ABLE TO RIDE A BIKE; n=453



A street with faster, busier traffic; on-street car parking; and no bike lane.

4% of residents are **very comfortable**
+ 14% of residents are *somewhat comfortable*
18% of residents are comfortable biking

What if a bike lane separated from traffic by a curb, posts, or parked cars was added?

65% of residents are **very comfortable**
+ 20% of residents are *somewhat comfortable*
85% of residents are comfortable biking

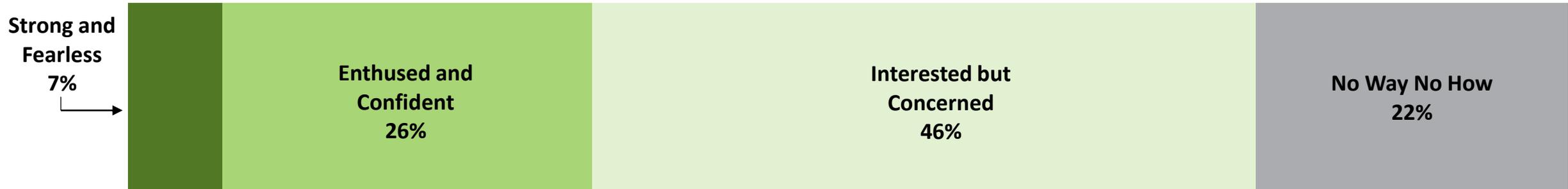
What if a raised bike lane separated from traffic by a curb was added?

82% of residents are **very comfortable**
+ 7% of residents are *somewhat comfortable*
88% of residents are comfortable biking

Rider Types Segmentation

In Alameda, a plurality of residents are interested in biking more, but have concerns about various biking situations.

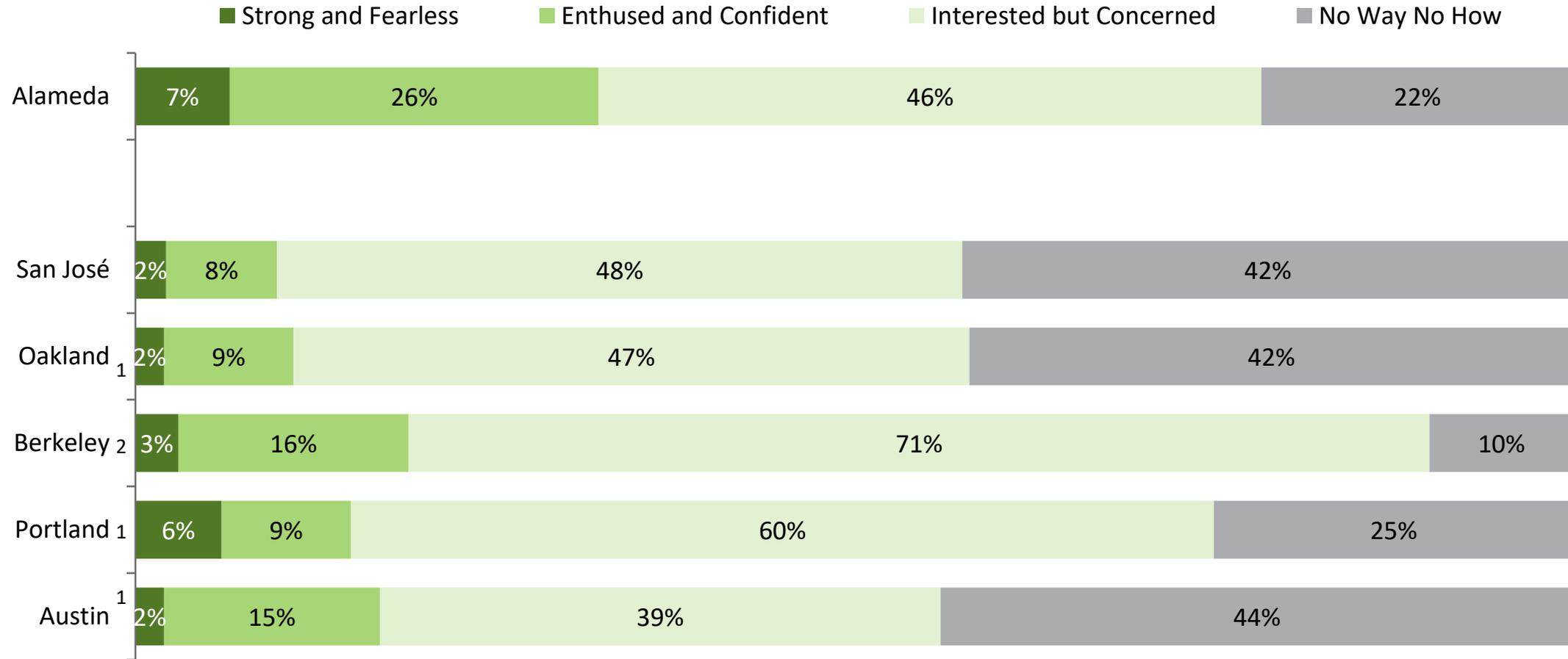
- Strong and Fearless (n=33)**
 - Very comfortable on streets without bike lanes
- Enthusied and Confident (n=128)**
 - Very comfortable on faster, busier (commercial) streets with striped bike lanes
- Interested but Concerned (n=230)**
 - Not very comfortable on striped bike lanes, but interested in biking more if safety issues were fixed, **OR**
 - Not very comfortable on striped bike lanes, currently cycling for transportation at least part of the year, and did not express interest in biking more, **OR**
 - Very comfortable on faster, busier (commercial) streets only with buffered/separated bike lanes.
- No Way No How (n=108)**
 - Physically unable to ride a bike, **OR**
 - Very uncomfortable even on separated bike lanes, **OR**
 - Not very comfortable, not interested, not cycling for transportation.



Rider Types Segmentation Comparison



Alameda's share of Enthused and Confident riders is higher than other cities.



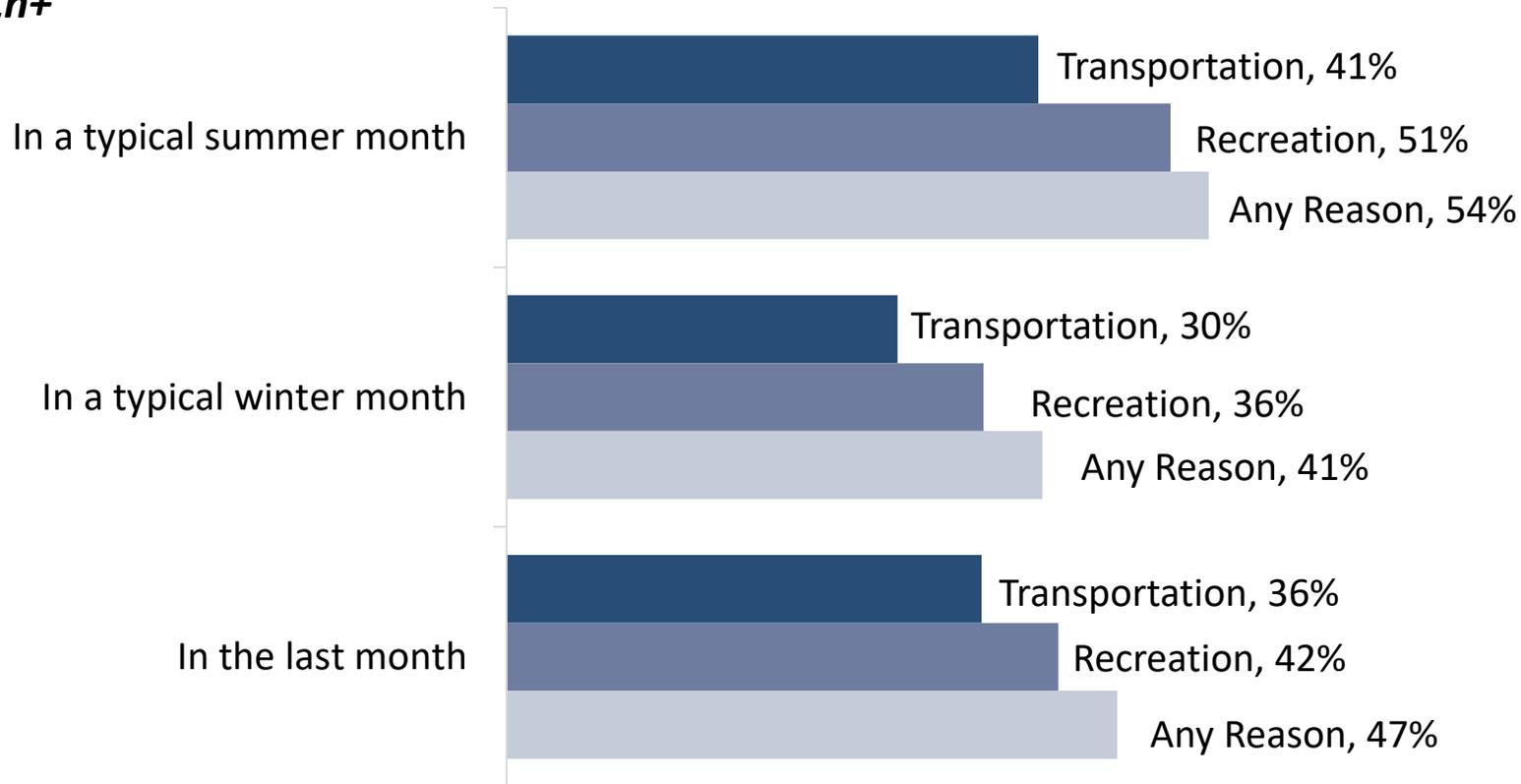
Source:
¹ "Berkeley Bicycle Plan." Berkeley Transportation Commission, 15 Oct. 2015, p. 19.
² "Categorizing Cyclists: What Do We Know? – Insights from Portland, OR." Jennifer Dill, Ph.D. Oregon Transportation Research and Education Consortium; Portland State University, 26 June 2012, p. 17.

Biking Frequency by Time of Year



Residents are more likely to bike for recreation than for utilitarian trips, with both occurring more frequently in summer months than winter months. Nearly half of residents bike at least once a month for any reason.

% Once a Month+



Q77-79. In summer months (from May through October), how often do you typically ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

Q80-82. In winter months (from November through April), how often do you typically ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

Q83-85. And now, just thinking about the past month, how often did you ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

Cycling Typology

Approximately one-third of residents regularly bike for work, school, or shopping, while one-quarter are recreational cyclists.

Utilitarian Cyclists (n=166)

- Cycled at least once in the past 30 days for work, school, shopping, etc., **AND**
- Usually cycles once a month for transportation in a typical summer or winter month.

Recreational Cyclists (n=114)

- Cycle at least once a month for any reason in a typical summer or winter month, **OR**
- Have cycled at least once in the past 30 days, but did not meet the threshold for Utilitarian cyclist.

Not Regular Cyclists (n=220)

- Did not cycle in the past 30 days, **AND**
- Do not cycle at least once a month in summer or winter.

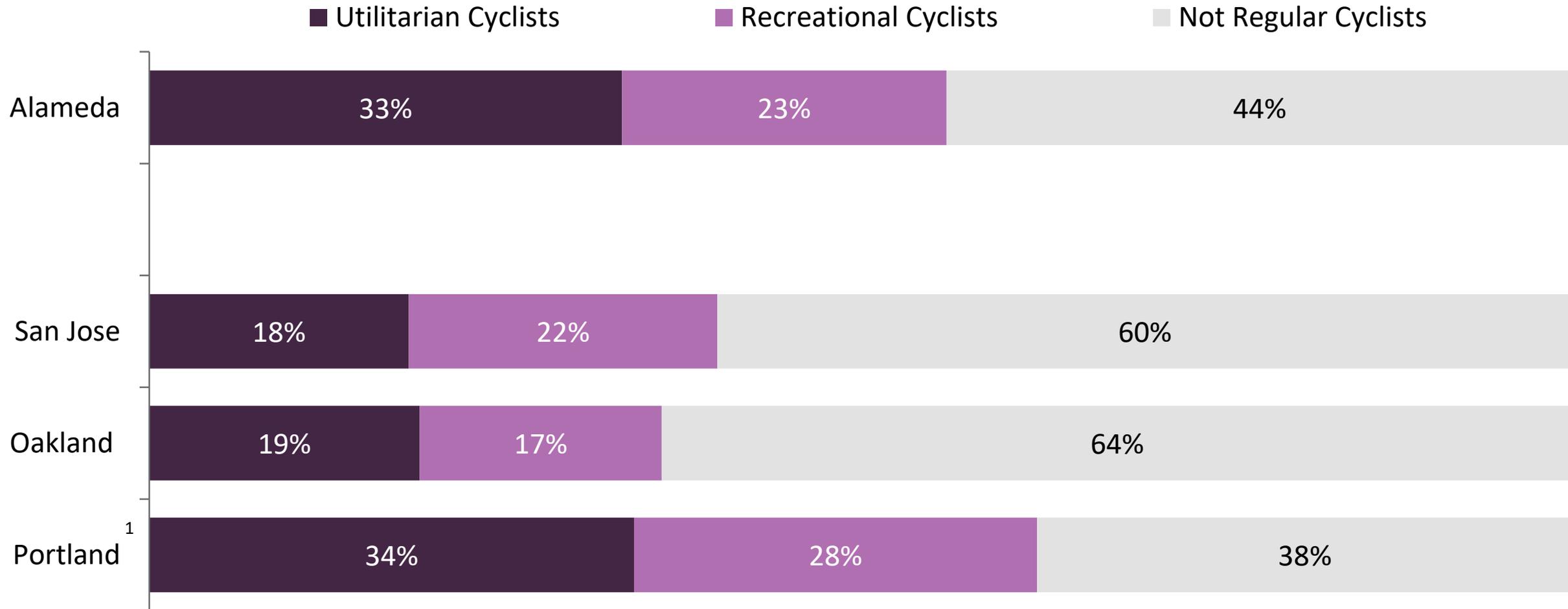
Utilitarian Cyclists
33%

Recreational Cyclists
23%

Not Regular Cyclists
44%

Cycling Typology Comparison

The cycling typology in Alameda is similar to Portland's. Alameda has nearly twice as many utilitarian cyclists as a percentage when compared with Oakland.



¹ Estimates made from data in "Categorizing Cyclists: What Do We Know? – Insights from Portland, OR." Jennifer Dill, Ph.D. Oregon Transportation Research and Education Consortium; Portland State University, 26 June 2012.



Comfort with Walking and Walking Typology

Painted Crosswalks Increase Pedestrian Comfort



An intersection where you need to cross a busy **two-lane** street with no stop sign.



18% of residents are comfortable crossing



What if that intersection had a painted crosswalk?

60% of residents are comfortable crossing



An intersection where you need to cross a busy **four-lane** street with no stop sign.



11% of residents are comfortable crossing



What if that intersection had a painted crosswalk?

54% of residents are comfortable crossing



Photos in each column and accompanying questions were shown in a progression.

Comfort Level Crossing Four-Lane Street

*The share of Alameda residents who feel **very** comfortable crossing a four-lane road with a painted crosswalk doubles when that intersection has curb extensions to reduce the crossing distance.*



What if that intersection had a painted crosswalk?

12% of residents are **very comfortable** crossing
+ 42% of residents are *somewhat comfortable* crossing
54% of residents are comfortable crossing

What if that intersection had curb extensions to reduce the crossing distance?

27% of residents are **very comfortable** crossing
+ 41% of residents are *somewhat comfortable* crossing
68% of residents are comfortable crossing

Street Crossing Behavior Segmentation



Approximately one-in-three residents are comfortable in most crossing situations, while a majority are considered somewhat comfortable in various scenarios.

Comfortable (n=153)

- Residents who are comfortable in most crossing situations.

Somewhat Comfortable (n=275)

- Residents who have mixed feelings crossing the street in various situations.

Uncomfortable (n=72)

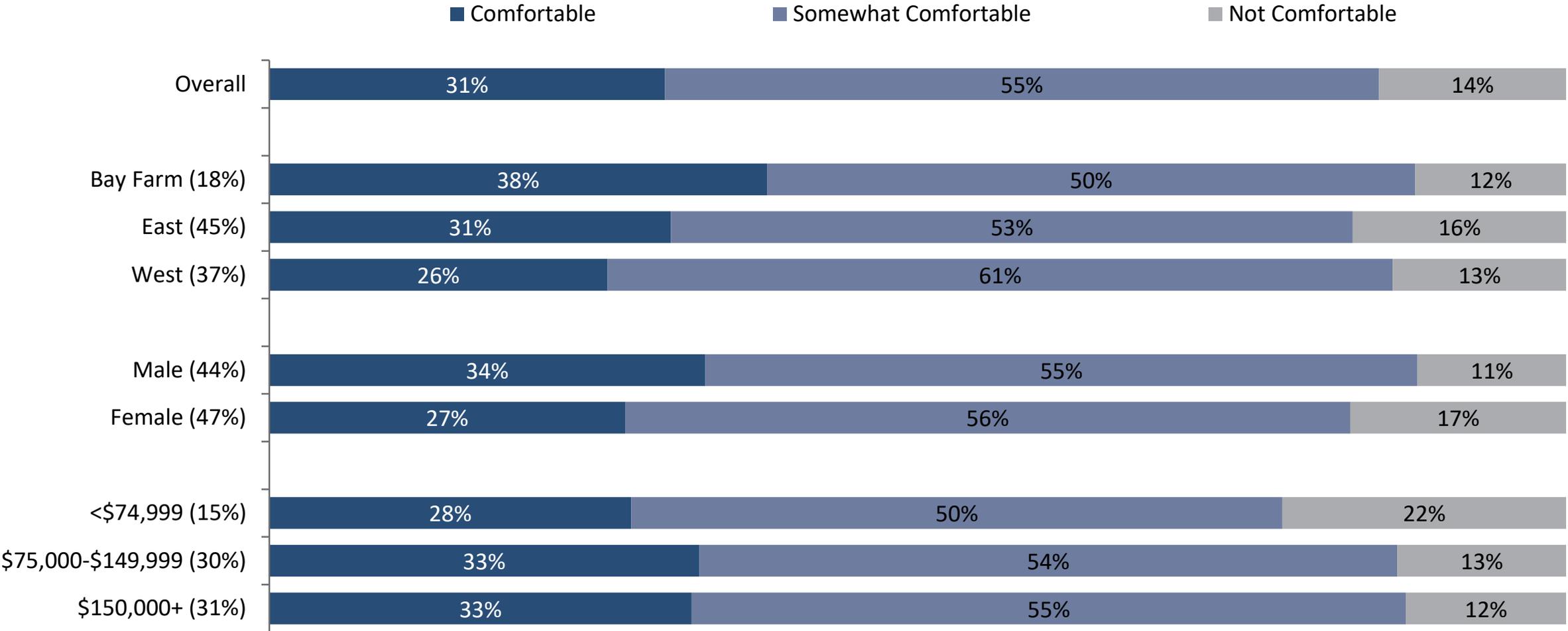
- Residents who are not comfortable in most crossing situations.



Street Crossing Behavior by Demographics



Residents who live in the West region, women, and lower-income earners are less likely to be comfortable in most crossing situations compared to their counterparts.



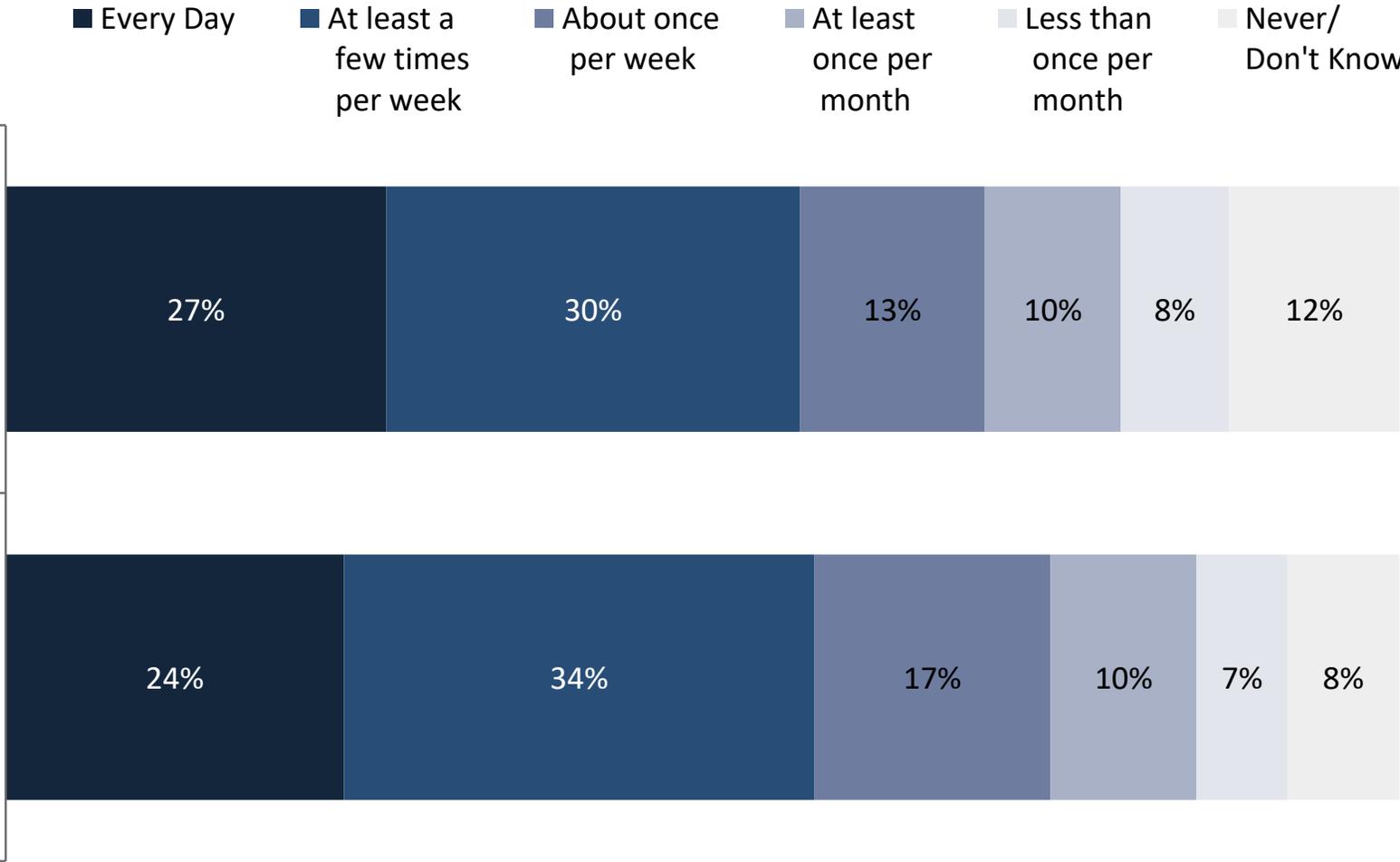
Walking, Jogging, and Running Habits

A majority of residents walk, jog, or run at least a few times a week to get somewhere or for fun or exercise.

37% of residents walk every day for transportation and/or recreation.

To get somewhere, like work, school, a bus stop, a friend's house, restaurants, or shopping areas

For fun or exercise



Walking Level Typology

Nearly all residents walk at least once a month for transportation or recreational purposes, of which over half are considered Frequent Utilitarian Walkers, meaning they walk to get somewhere at least a few times a week.

Frequent Utilitarian Walkers (n=285)

- Walk to get somewhere at least a few times per week

Occasional Utilitarian Walkers (n=115)

- Walk to get somewhere about once a week or at least once a month

Recreational Walkers (n=60)

- Walk for any reason at least once a month, **AND**
- Does not fit the definitions for Frequent or Infrequent Utilitarian Walkers

Non-Walkers (n=40)

- Does not walk at least once a month for any reason in a typical month

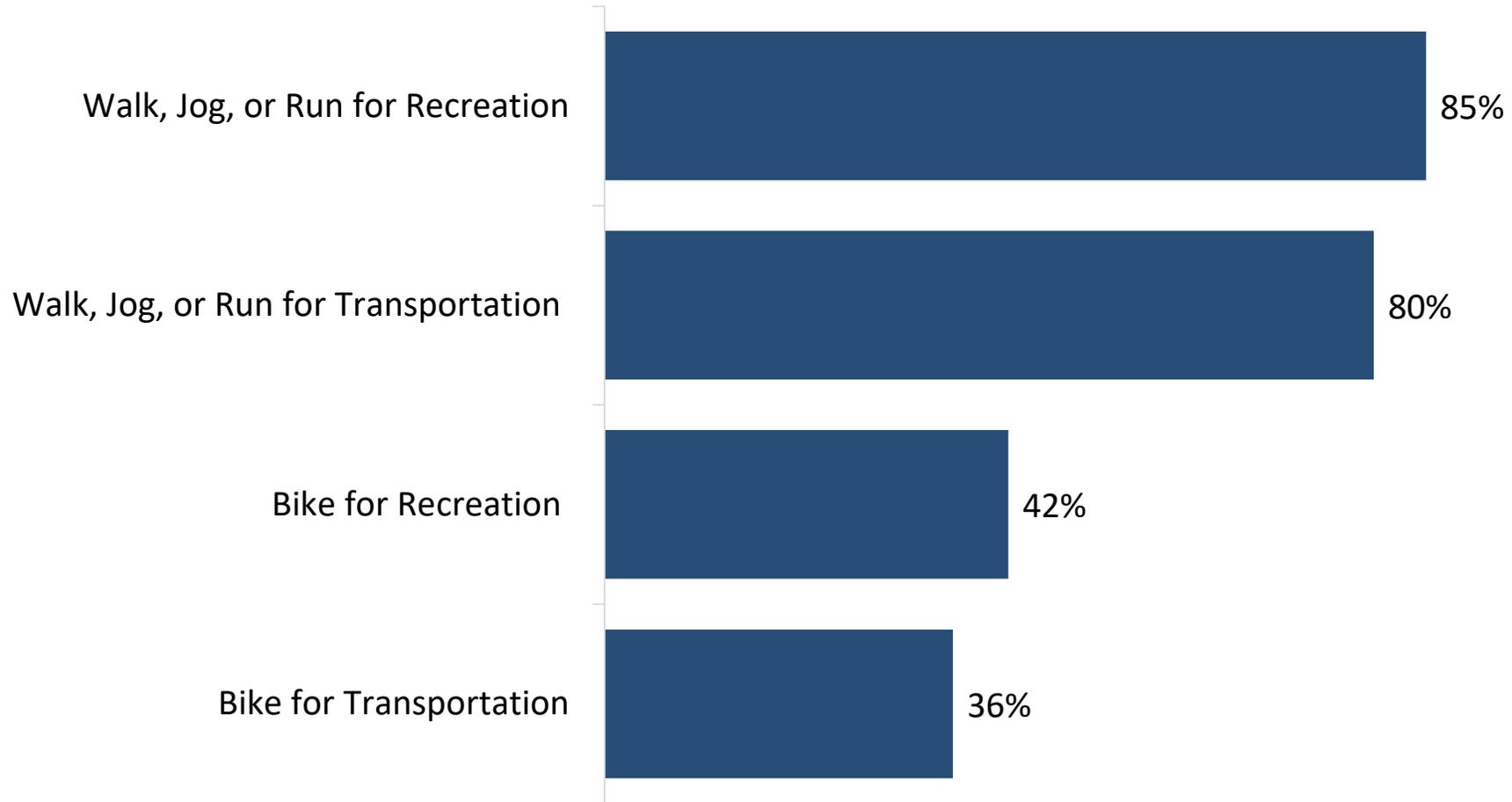


Biking and Walking Habits Compared



Approximately twice as many residents walk for recreation and transportation compared to the amount of residents who bike for the same reasons.

% use method at least once per month



Q83-85. And now, just thinking about the past month, how often did you ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

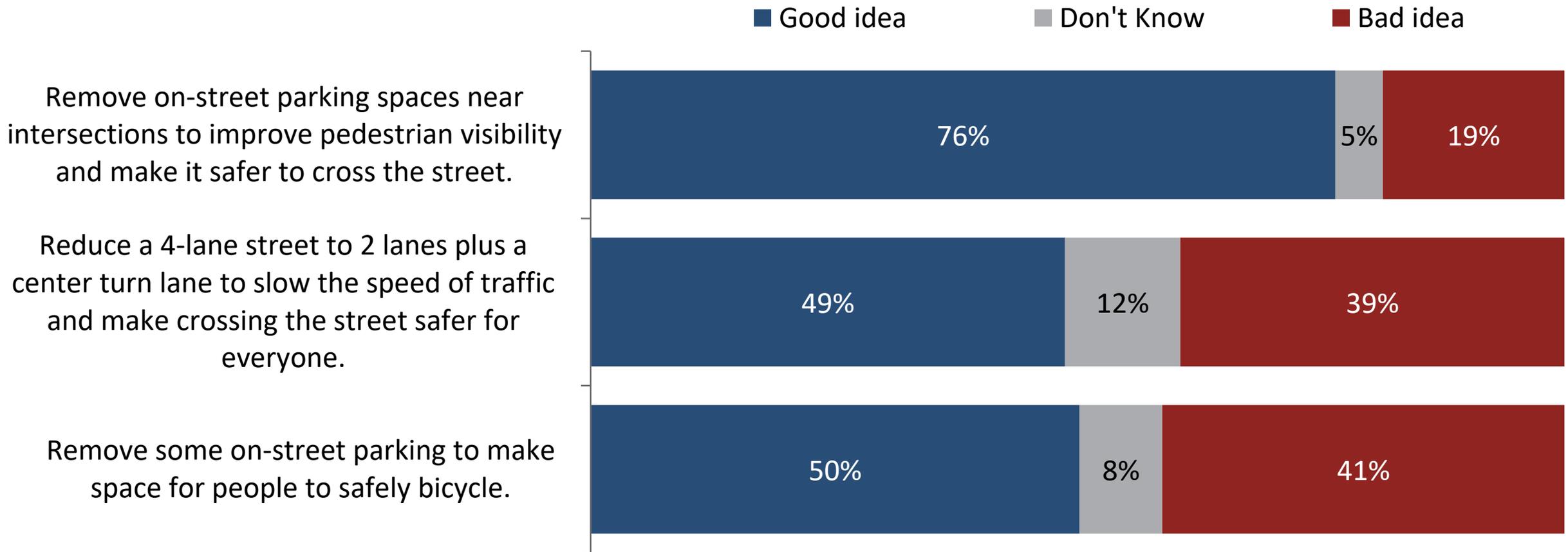
Q86-87. In a typical month, how often do you usually walk, jog, or run?



Potential Improvements

Potential Projects to Improve Safety

Approximately three-quarters of residents believe removing on-street parking to improve pedestrian visibility and safety is a good idea. Residents are more divided in their opinion about reducing 4-lane streets to two-lanes and removing on-street parking to improve bicycle safety.



Q72-74. Here are some things the City could do on key roads and intersections to make it safer to walk and bicycle in Alameda. These things have been shown to improve safety for all road users in other communities. For each one, please indicate if you think it is a good idea or a bad idea for Alameda.

Potential Projects to Improve Safety by Region



Residents who live in the East and West regions are more likely to say reducing a 4-lane street to 2 lanes and removing on-street parking to improve safety for people biking are good ideas compared to those who live in Bay Farm.

% Total Good Idea

Remove on-street parking spaces near intersections to improve pedestrian visibility and make it safer to cross the street.



Reduce a 4-lane street to 2 lanes plus a center turn lane to slow the speed of traffic and make crossing the street safer for everyone.



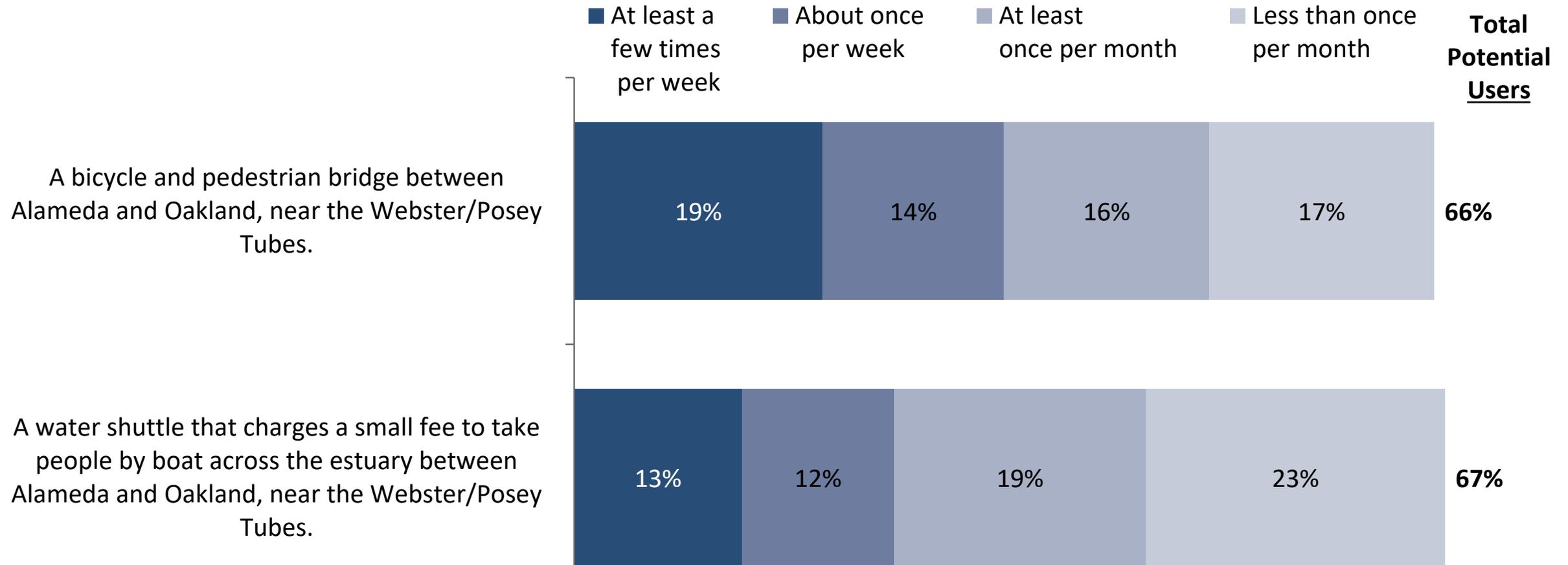
Remove some on-street parking to make space for people to safely bicycle.



Q72-74. Here are some things the City could do on key roads and intersections to make it safer to walk and bicycle in Alameda. These things have been shown to improve safety for all road users in other communities. For each one, please indicate if you think it is a good idea or a bad idea for Alameda.

Oakland Estuary Crossing Improvements

One-third of residents would use a bicycle/pedestrian bridge about once a week or more, while one-quarter indicate they would use a water shuttle at the same frequency.

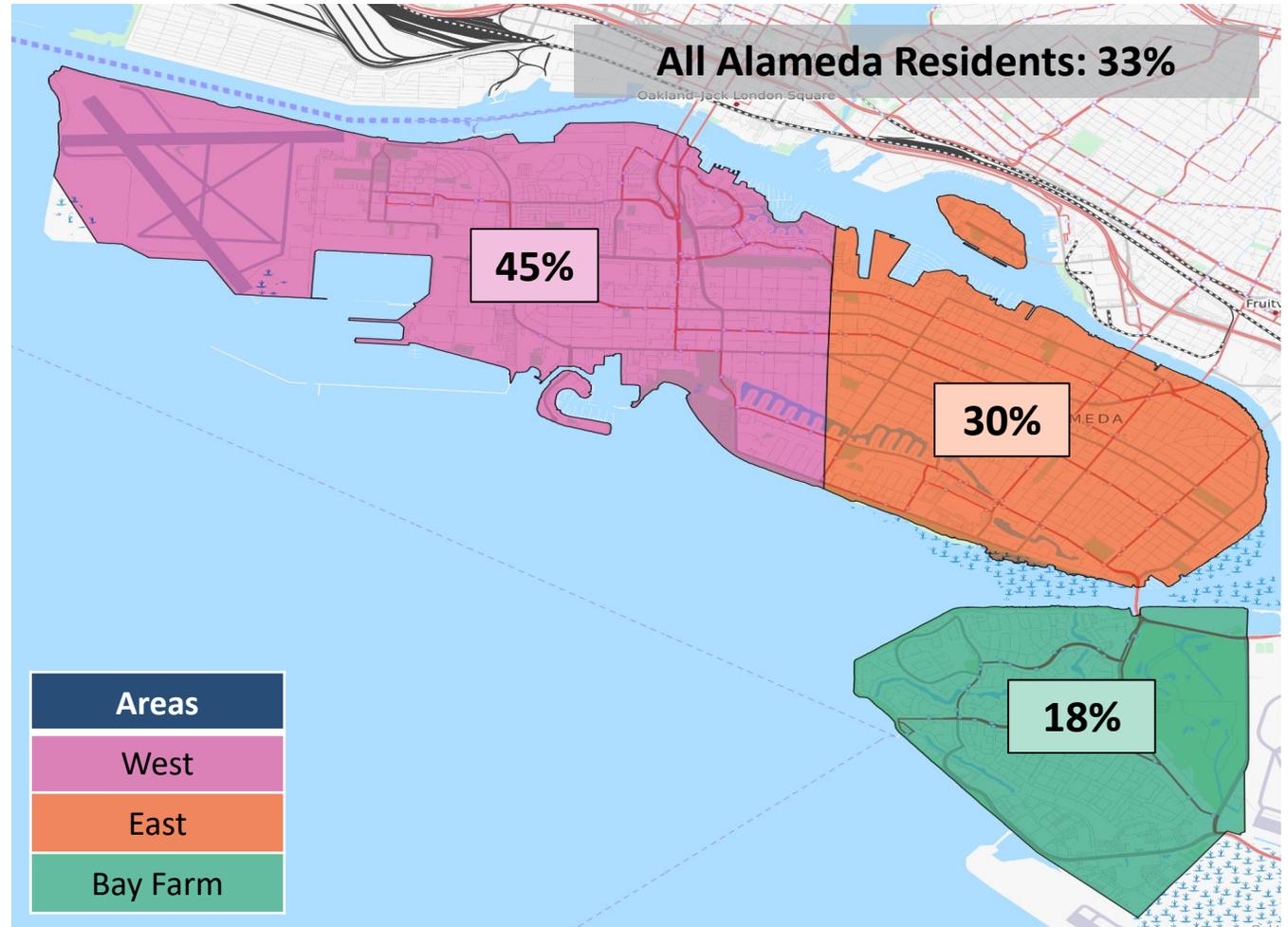


Q75-76. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?

Oakland Estuary Crossing Improvements Use by Area: Bike/Pedestrian

% Use at least once per week

Nearly half of residents who live in the West area of Alameda are most likely to use a bike/pedestrian bridge at least once a week.

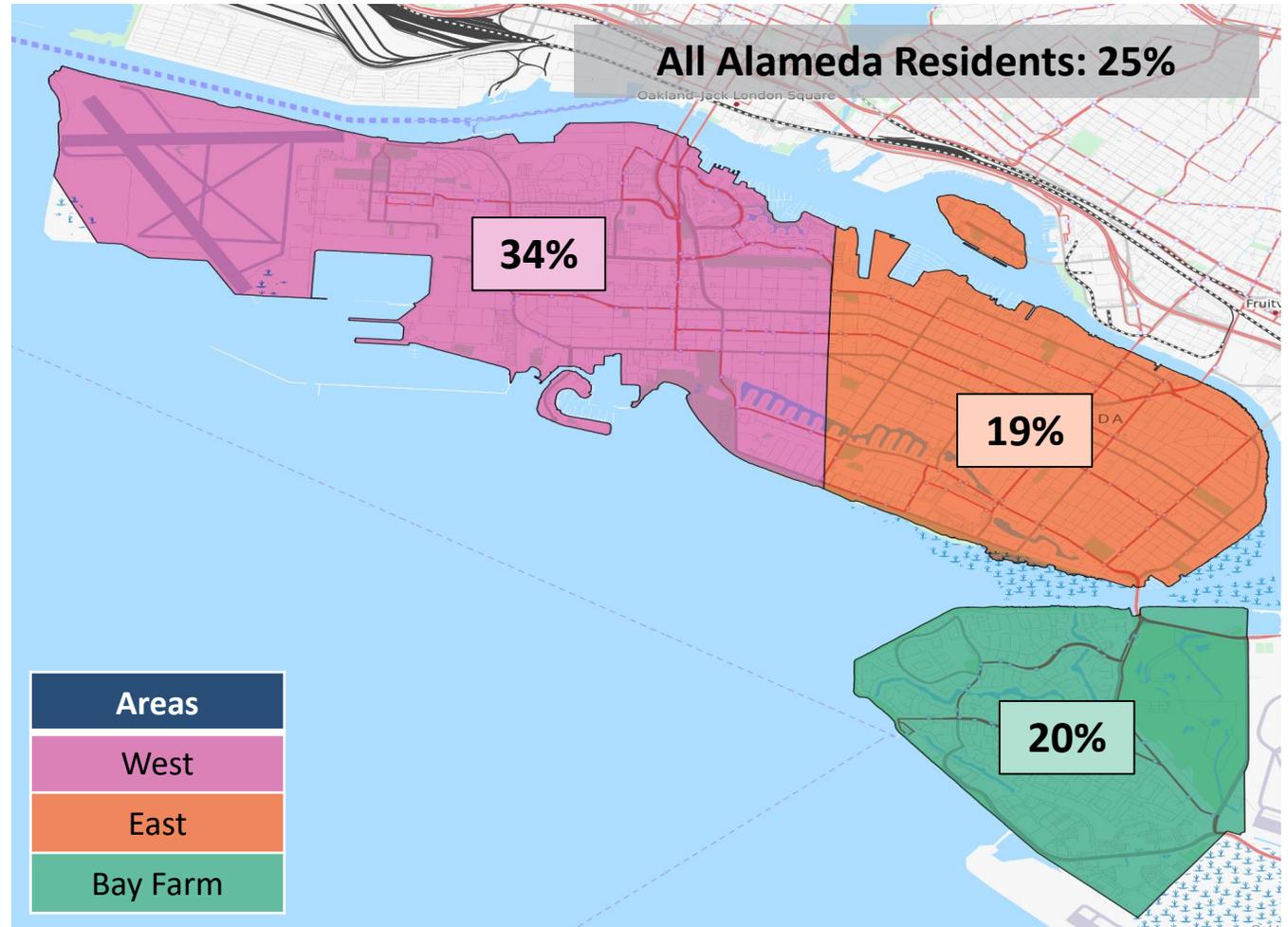


Q75. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?

Oakland Estuary Crossing Improvements Use by Area: Water Shuttle

% Use at least once per week

Approximately one-third of West area residents say they would use a water shuttle at least once a week, while one-fifth in the East area and Bay Farm say the same.



Q76. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?