

Summer 2023

Community Survey Response Updates

Mountain View Active
Transportation Plan



**Survey response update:
July 31, 2024**

Overview and context

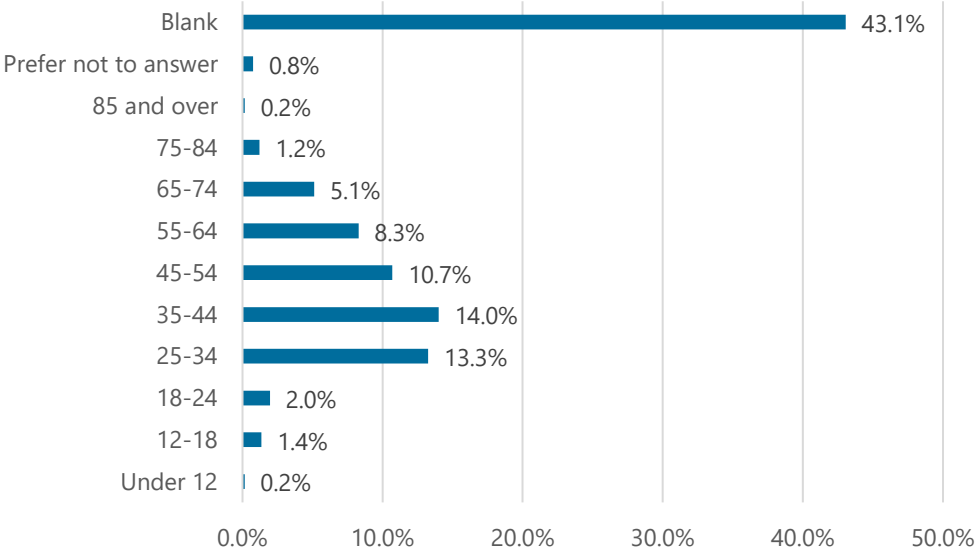
The community survey was conducted as part of Phase 1 engagement for the Active Transportation Plan. The purpose of the survey was to inform the existing conditions analysis and gather input about challenges and opportunities for walking, biking, rolling, and green streets in Mountain View. The survey was open from May 10, 2023 to July 31, 2023.

This presentation is a working document that includes selected highlights and summary information that was compiled during the process of drafting the existing conditions report. It was not developed as a stand-alone deliverable as part of the project. For additional summary information from the community survey (as well as other Phase 1 engagement efforts) please refer to the Active Transportation Plan Existing Conditions Report.

Survey response summary

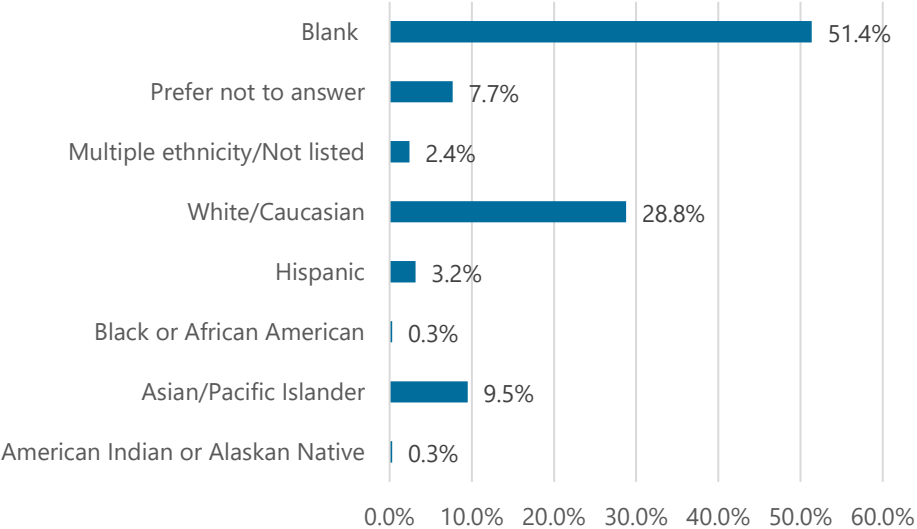
- As of 7/31 – **Total 664 survey respondents**
 - **Map Q1:**
 - Favorite spots: 602 responses
 - Favorite routes: 379 responses
 - **Map Q2:**
 - Great spots: 228 responses
 - Great routes: 241 respondents
 - **Map Q3:**
 - Challenging spot: 230 responses
 - Challenging routes: 180 responses
 - Improvement spot: 109 responses
 - Improvement routes: 91 responses
- 1 Russian, 1 Chinese and 9 Spanish complete, and 17 blank survey in Spanish.

Age



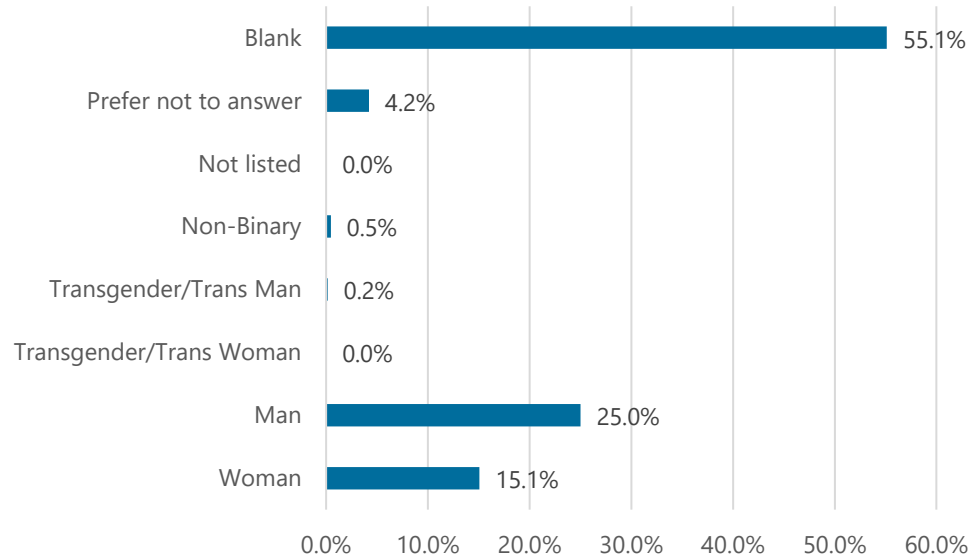
Under 12	1
12-18	9
18-24	13
25-34	88
35-44	93
45-54	71
55-64	55
65-74	34
75-84	8
85 and over	1
Prefer not to answer	5
Blank	286

Race



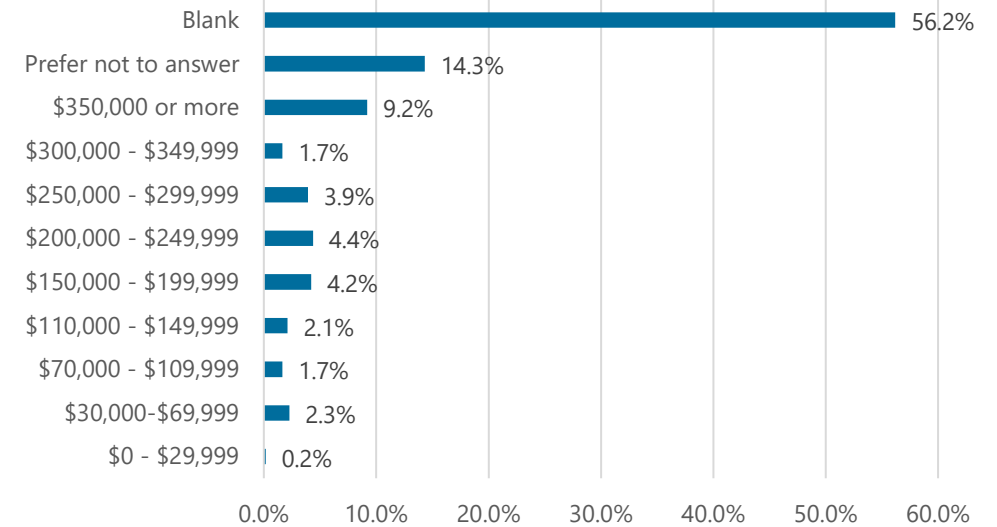
American Indian or Alaskan Native	2
Asian/Pacific Islander	63
Black or African American	2
Hispanic	21
White/Caucasian	191
Multiple ethnicity/Not listed	16
Prefer not to answer	51
Blank	341

Gender



Woman	100
Man	166
Transgender/Trans Woman	0
Transgender/Trans Man	1
Non-Binary	3
Not listed	0
Prefer not to answer	28
Blank	366
Grand total	664

Income



\$0 - \$29,999	1
\$30,000-\$69,999	15
\$70,000 - \$109,999	11
\$110,000 - \$149,999	14
\$150,000 - \$199,999	28
\$200,000 - \$249,999	29
\$250,000 - \$299,999	26
\$300,000 - \$349,999	11
\$350,000 or more	61
Prefer not to answer	95
Blank	373
Grand Total	664

**Survey response update:
July 17, 2024**

Survey response summary

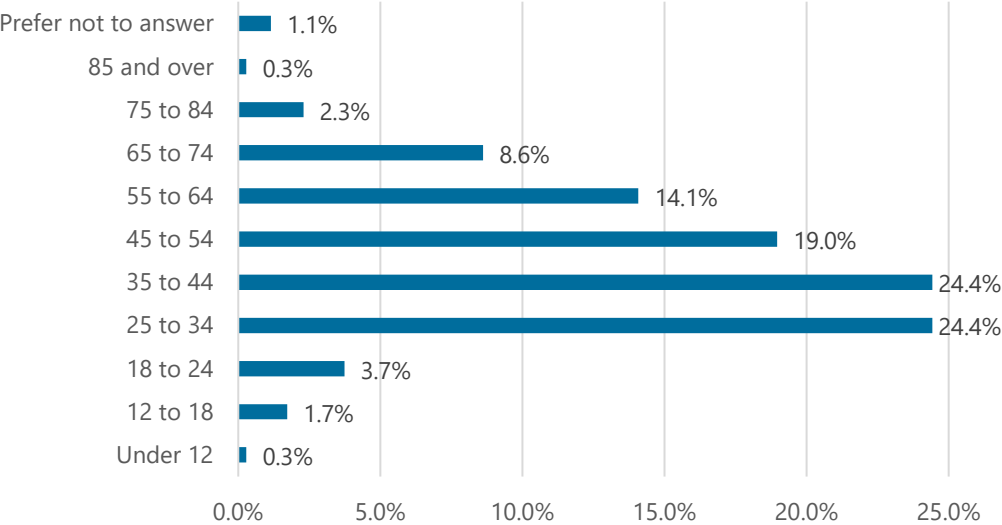
- As of 7/17 – **Total 607 survey respondents**
 - **Map Q1:**
 - Favorite spots: 506 responses
 - Favorite routes: 324 responses
 - **Map Q2:**
 - Great spots: 185 responses
 - Great routes: 206 responses
 - **Map Q3:**
 - Challenging spot: 197 responses
 - Challenging routes: 157 responses
 - Improvement spot: 91 responses
 - Improvement routes: 75 responses
 - **Overall, 397 Filled Responses (Open from 05/15)**
- 1 Russian, 1 Chinese and 7 Spanish complete, and 13 blank survey in Spanish.

Bitly Tracker

	Engagement (overall interaction)	Clicks (refers to the short link)	Scans (refers to scanning of the code)
Postcards	110	69	41
Flyers	113	54	59
Lawn Sign	168	50	118
Social Media	2	2	

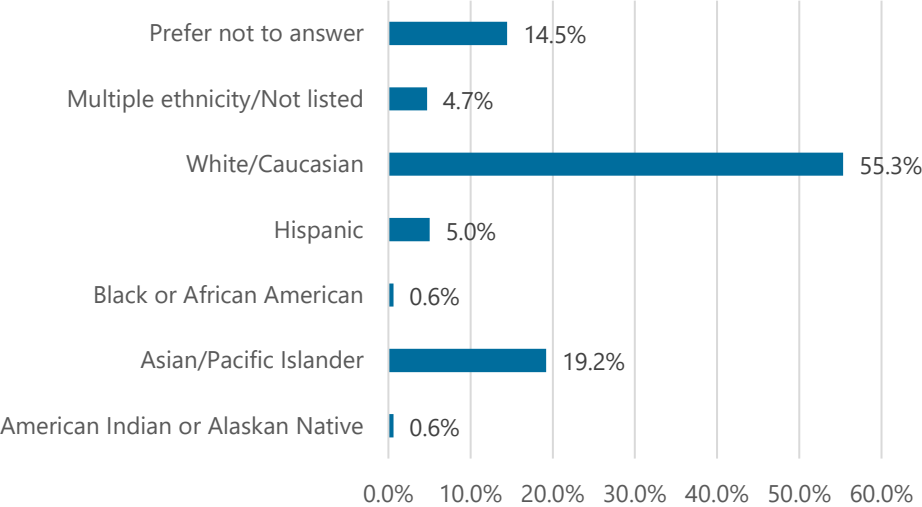
	Engagement (overall interaction)			
Timeline	Postcards	Flyers	Lawn Sign	Social Media
Week 1 (05/29)	6	0	-	-
Week 2 (06/05)	9	4	-	-
Week 3 (06/12)	7	13	-	-
Week 4 (06/19)	7	8	-	2
Week 5 (06/26)	5	12	-	0
Week 6 (07/03)	6	5	10	0
Week 7 (07/10)	2	11	60	0
Week 8 (07/17)	14	0	68	0

Age



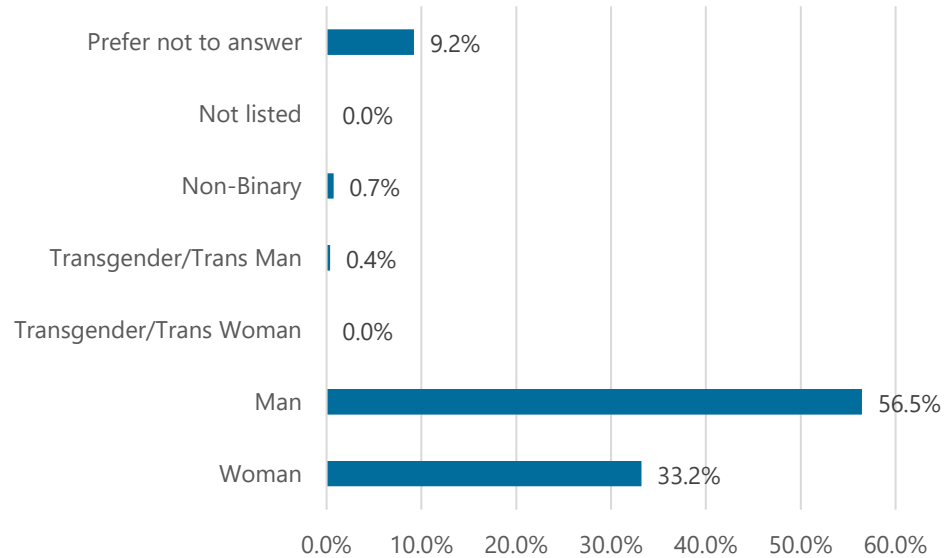
Under 12	1
12 to 18	6
18 to 24	13
25 to 34	85
35 to 44	85
45 to 54	66
55 to 64	49
65 to 74	30
75 to 84	8
85 and over	1
Prefer not to answer	4

Race



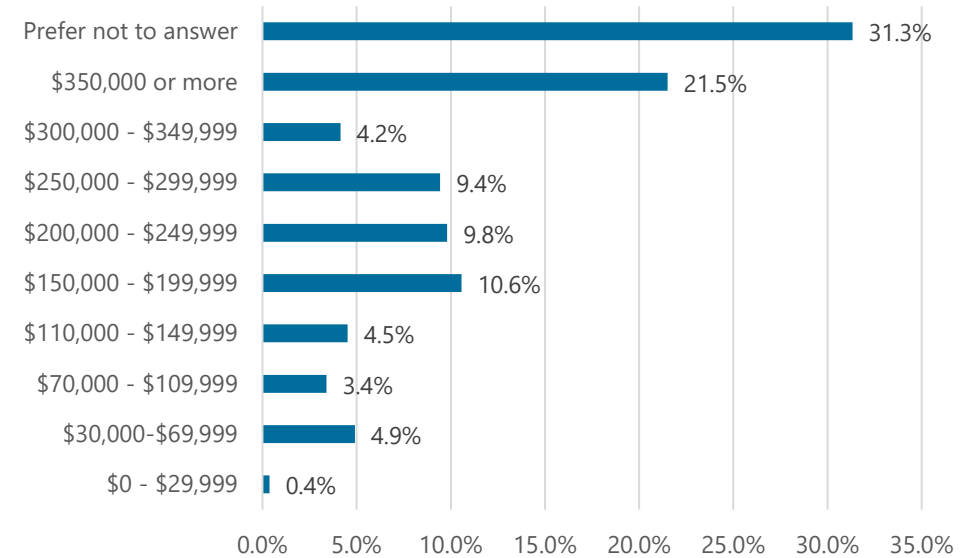
American Indian or Alaskan Native	2
Asian/Pacific Islander	61
Black or African American	2
Hispanic	16
White/Caucasian	176
Multiple ethnicity/Not listed	15
Prefer not to answer	46

Gender



Woman	90
Man	153
Transgender/Trans Woman	0
Transgender/Trans Man	1
Non-Binary	2
Not listed	0
Prefer not to answer	25

Income



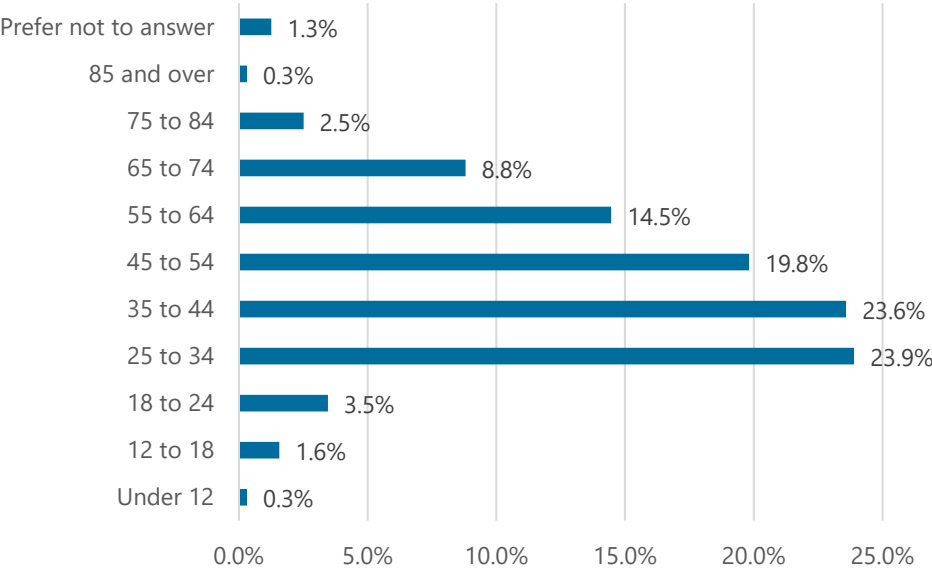
\$0 - \$29,999	1
\$30,000-\$69,999	13
\$70,000 - \$109,999	9
\$110,000 - \$149,999	12
\$150,000 - \$199,999	28
\$200,000 - \$249,999	26
\$250,000 - \$299,999	25
\$300,000 - \$349,999	11
\$350,000 or more	57
Prefer not to answer	83

Bitly Tracker

	Engagement (overall interaction)	Clicks (refers to the short link)	Scans (refers to scanning of the code)
Postcards	67	54	13
Flyers	75	46	29
Lawn Sign	84	22	62
Social Media	2	2	

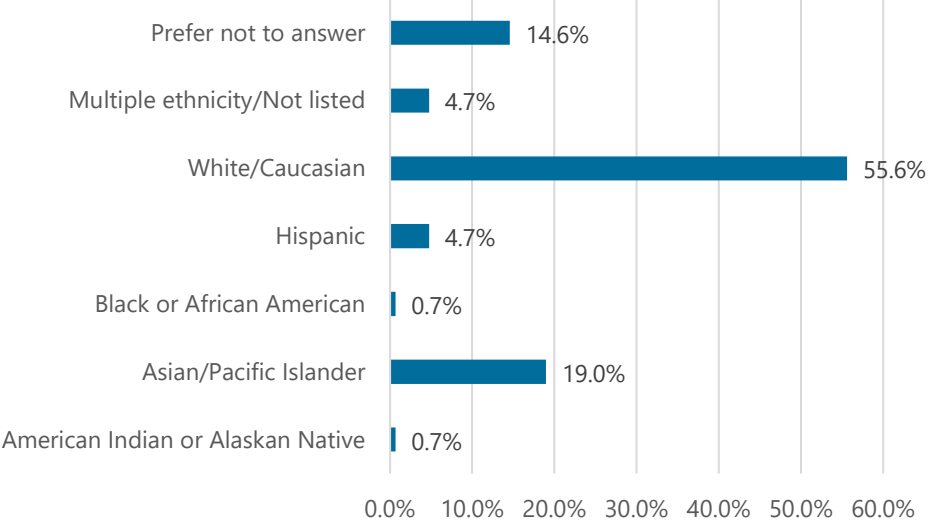
	Engagement (overall interaction)			
Timeline	Postcards	Flyers	Lawn Sign	Social Media
Week 1 (05/29)	6	0	-	-
Week 2 (06/05)	9	4	-	-
Week 3 (06/12)	7	13	-	-
Week 4 (06/19)	7	8	-	2
Week 5 (06/26)	5	12	-	0
Week 6 (07/03)	6	5	10	0
Week 7 (07/10)	2	11	60	0

Age



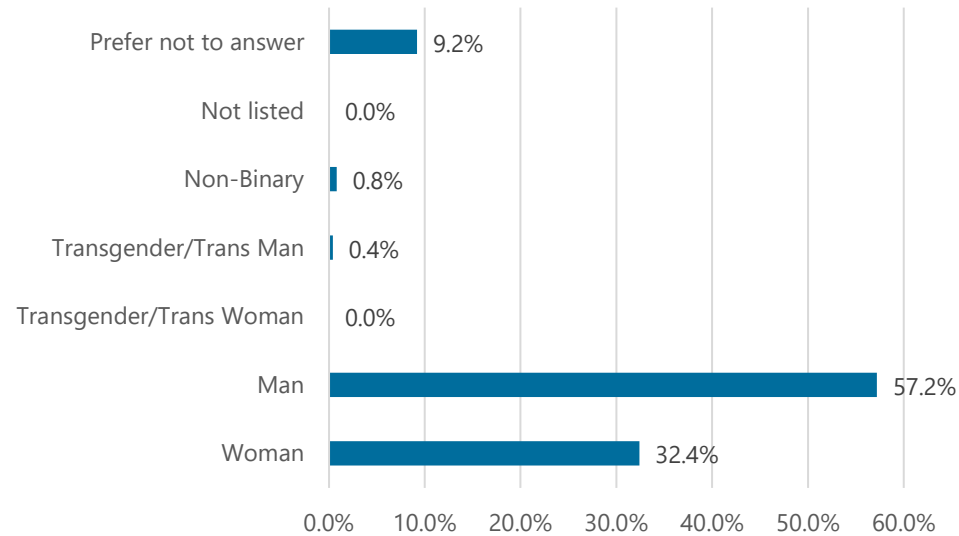
Under 12	1
12 to 18	5
18 to 24	11
25 to 34	76
35 to 44	75
45 to 54	63
55 to 64	46
65 to 74	28
75 to 84	8
85 and over	1
Prefer not to answer	4
Blank	240
Grand Total	558

Race



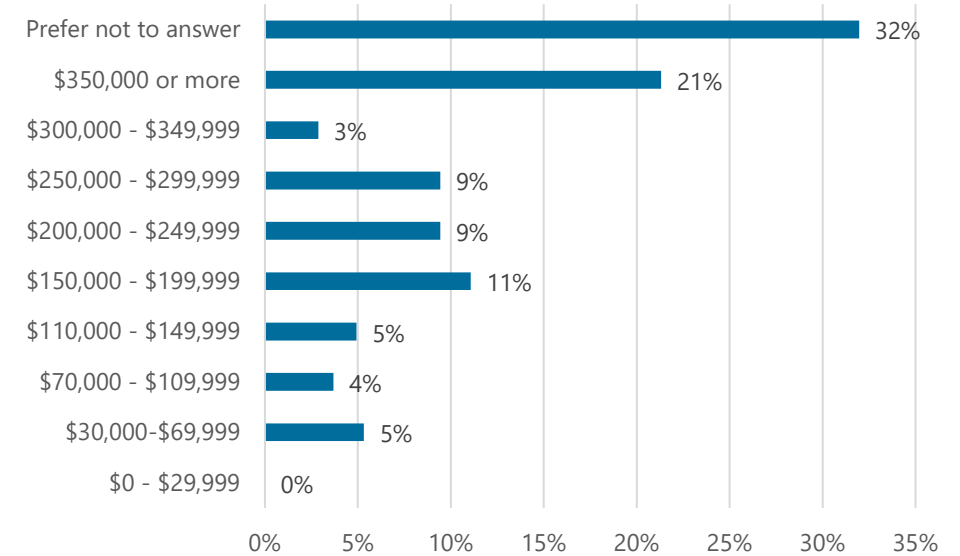
American Indian or Alaskan Native	2
Asian/Pacific Islander	56
Black or African American	2
Hispanic	14
White/Caucasian	164
Multiple ethnicity/Not listed	14
Prefer not to answer	43
Blank	284

Gender



Woman	81
Man	143
Transgender/Trans Woman	0
Transgender/Trans Man	1
Non-Binary	2
Not listed	0
Prefer not to answer	23
Blank	308

Income



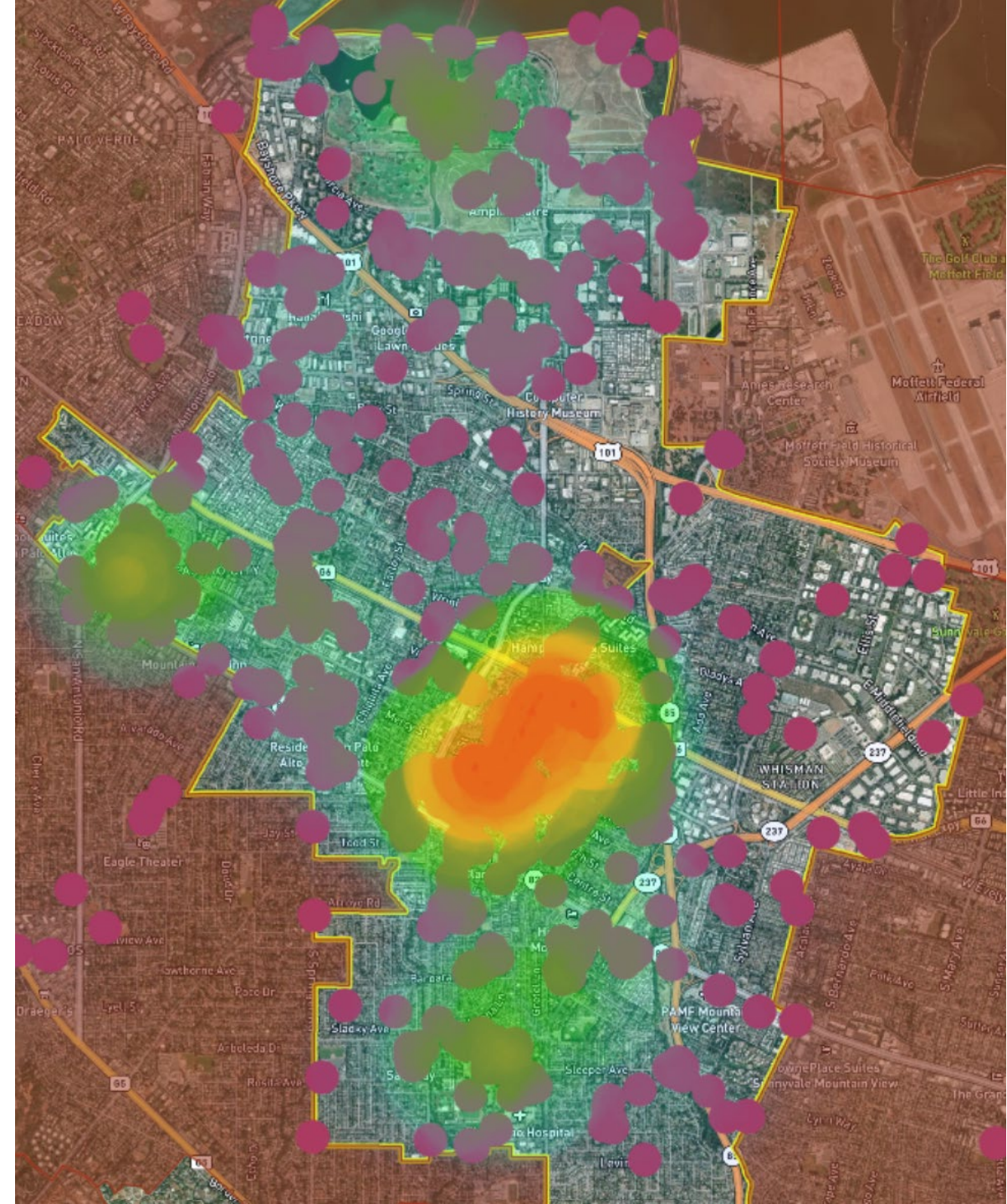
\$0 - \$29,999	0
\$30,000-\$69,999	13
\$70,000 - \$109,999	9
\$110,000 - \$149,999	12
\$150,000 - \$199,999	27
\$200,000 - \$249,999	23
\$250,000 - \$299,999	23
\$300,000 - \$349,999	7
\$350,000 or more	52
Prefer not to answer	78
Blank	314

**Survey response update:
July 11, 2024**

Survey response summary

- As of 7/11 – **Total 433 survey respondents**
 - **Map Q1:**
 - Favorite spots: 395 responses
 - Favorite routes: 266 responses
 - **Map Q2:**
 - Great spots: 145 responses
 - Great routes: 154 responses
 - **Map Q3:**
 - Challenging spot: 154 responses
 - Challenging routes: 78 responses
 - Improvement spot: 131 responses
 - Improvement routes: 66 responses
 - **Overall, 260 Filled Responses (Open from 05/15)**
- 1 Russian and 3 Spanish complete, and 6 blank survey in Spanish.

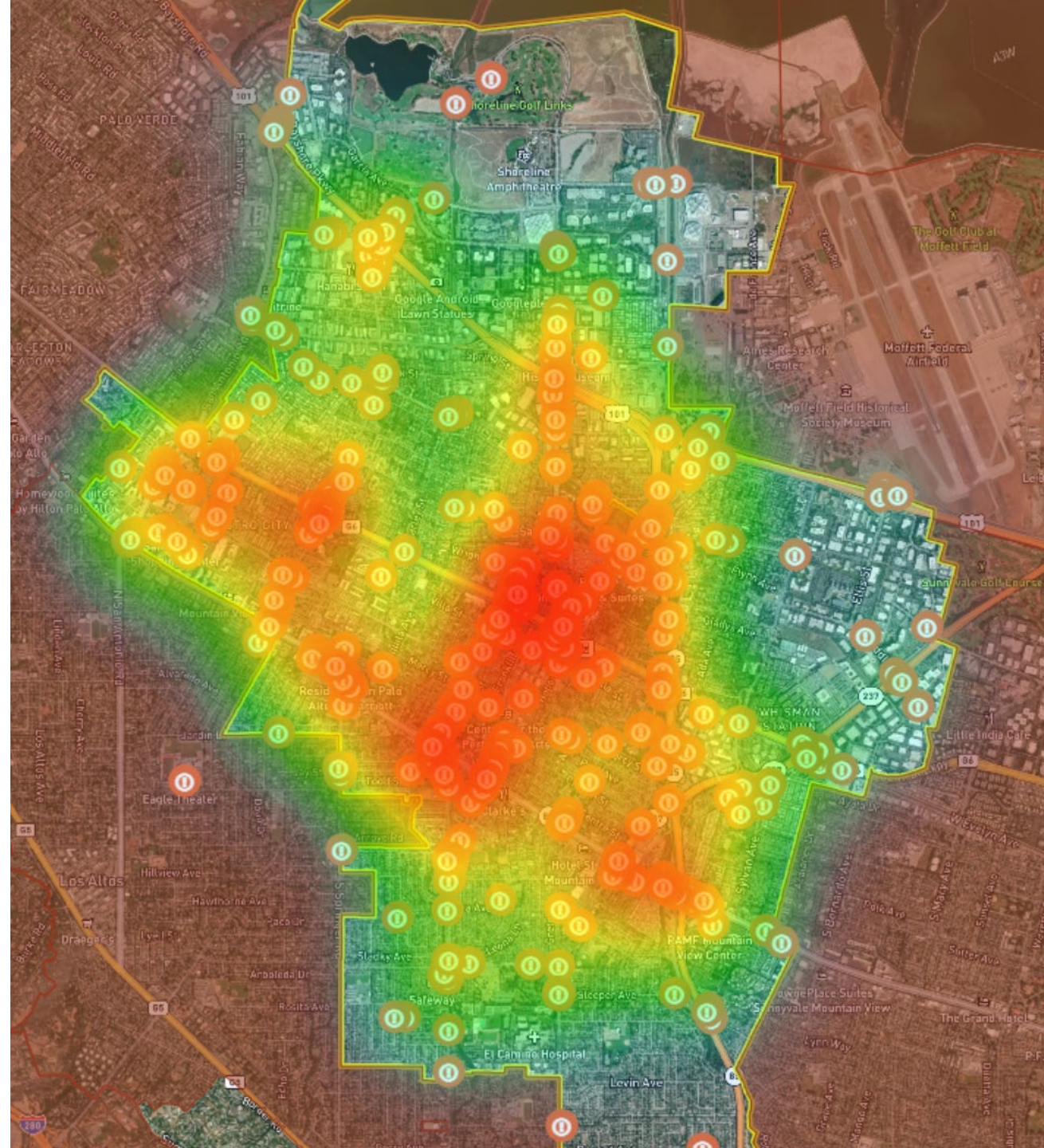
Favorite Places



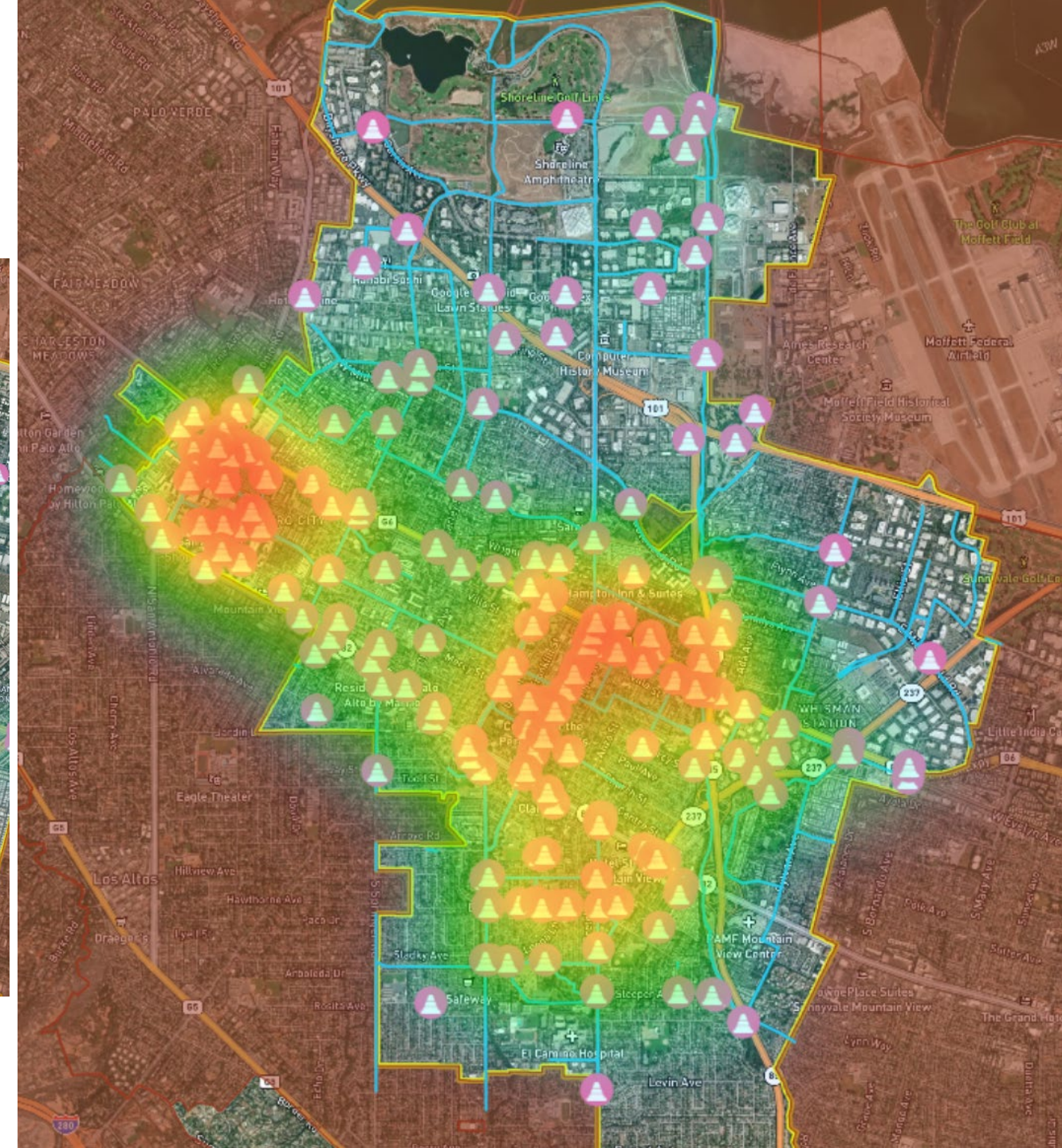
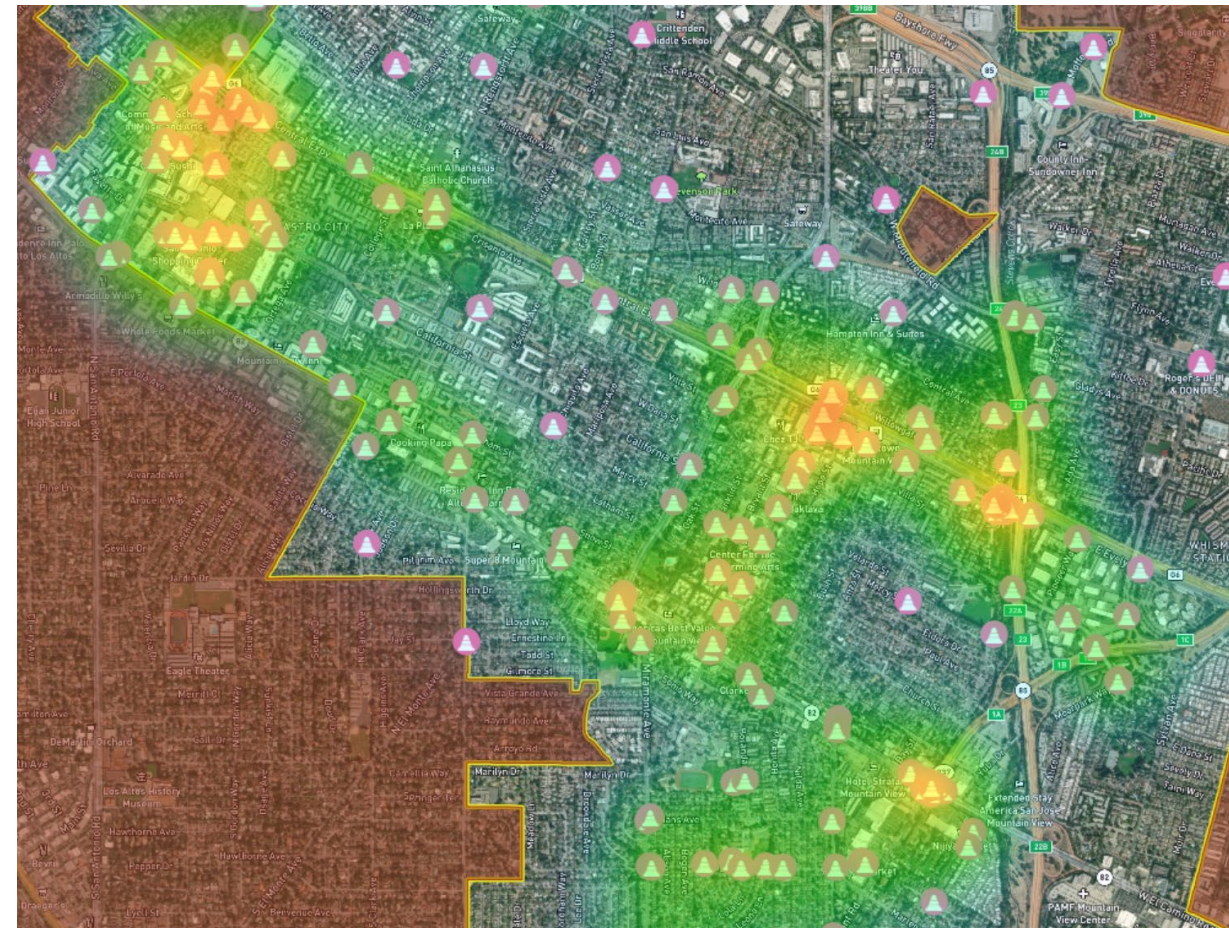
Great Places



Challenging Places



Potential Places

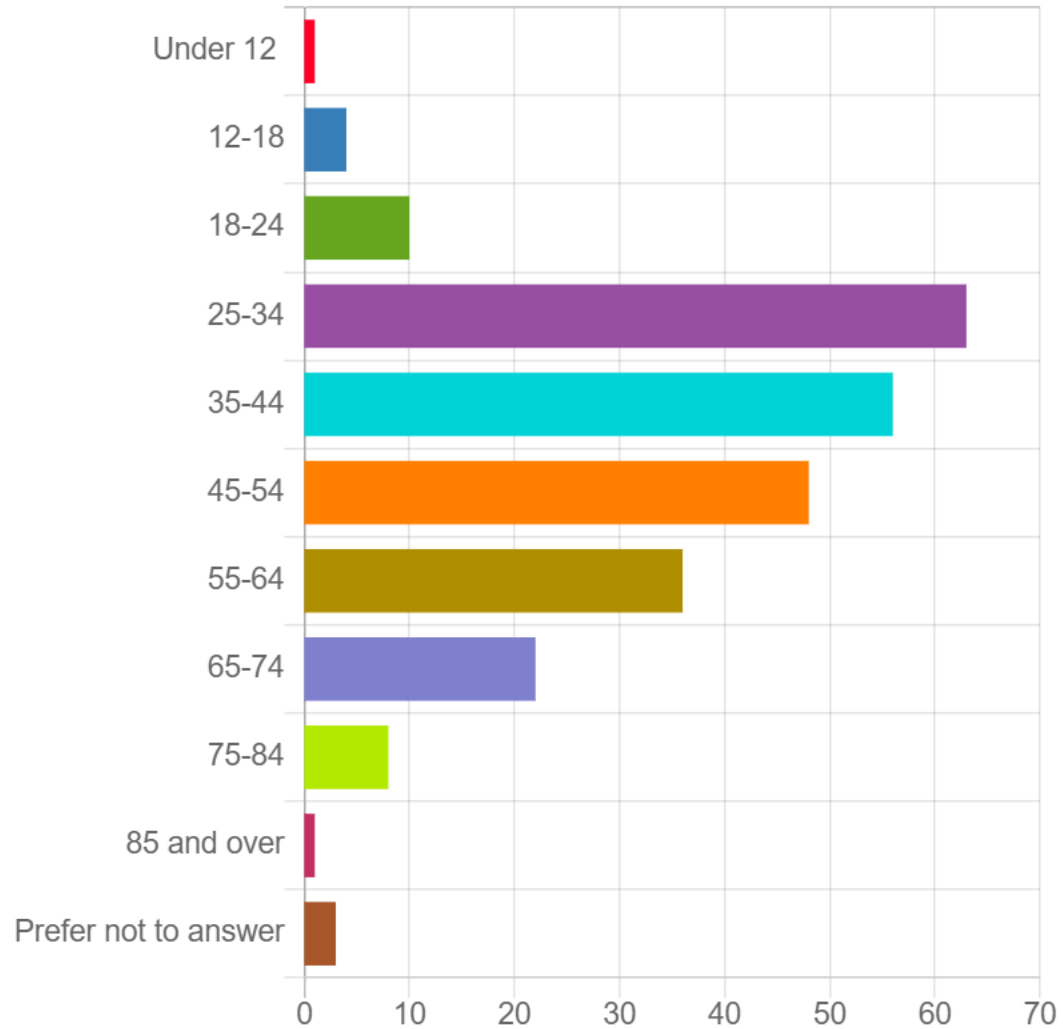


Bitly Tracker

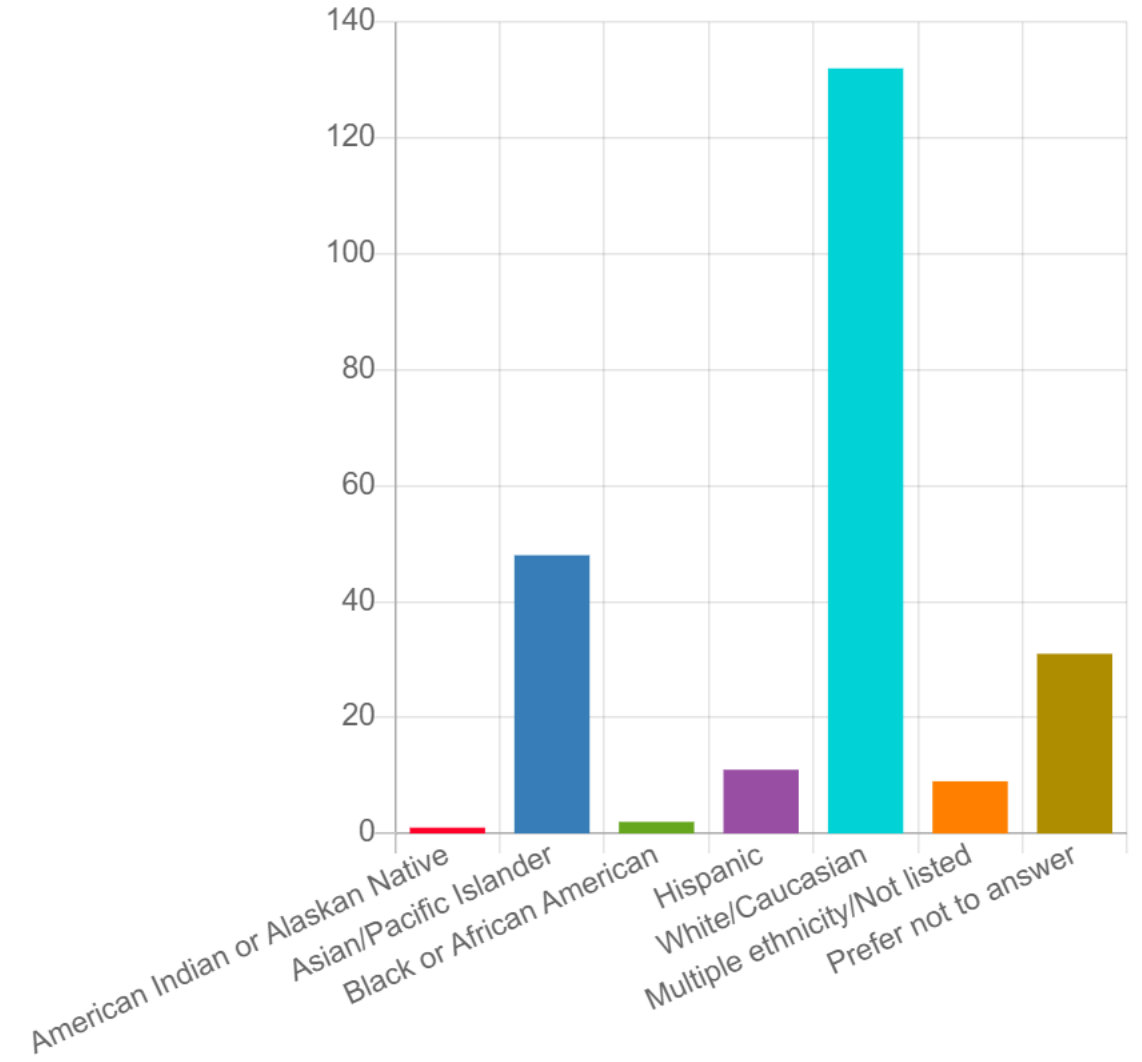
	Engagement (overall interaction)	Clicks (refers to the short link)	Scans (refers to scanning of the code)
Postcards	66	53	13
Flyers	67	35	32
Lawn Sign	27	9	18
Social Media	2	2	

	Engagement (overall interaction)			
Timeline	Postcards	Flyers	Lawn Sign	Social Media
Week 1 (05/29)	6	0	-	-
Week 2 (06/05)	9	4	-	-
Week 3 (06/12)	7	13	-	-
Week 4 (06/19)	7	8	8	2
Week 5 (06/26)	5	12	3	0
Week 6 (07/03)	6	5	16	0

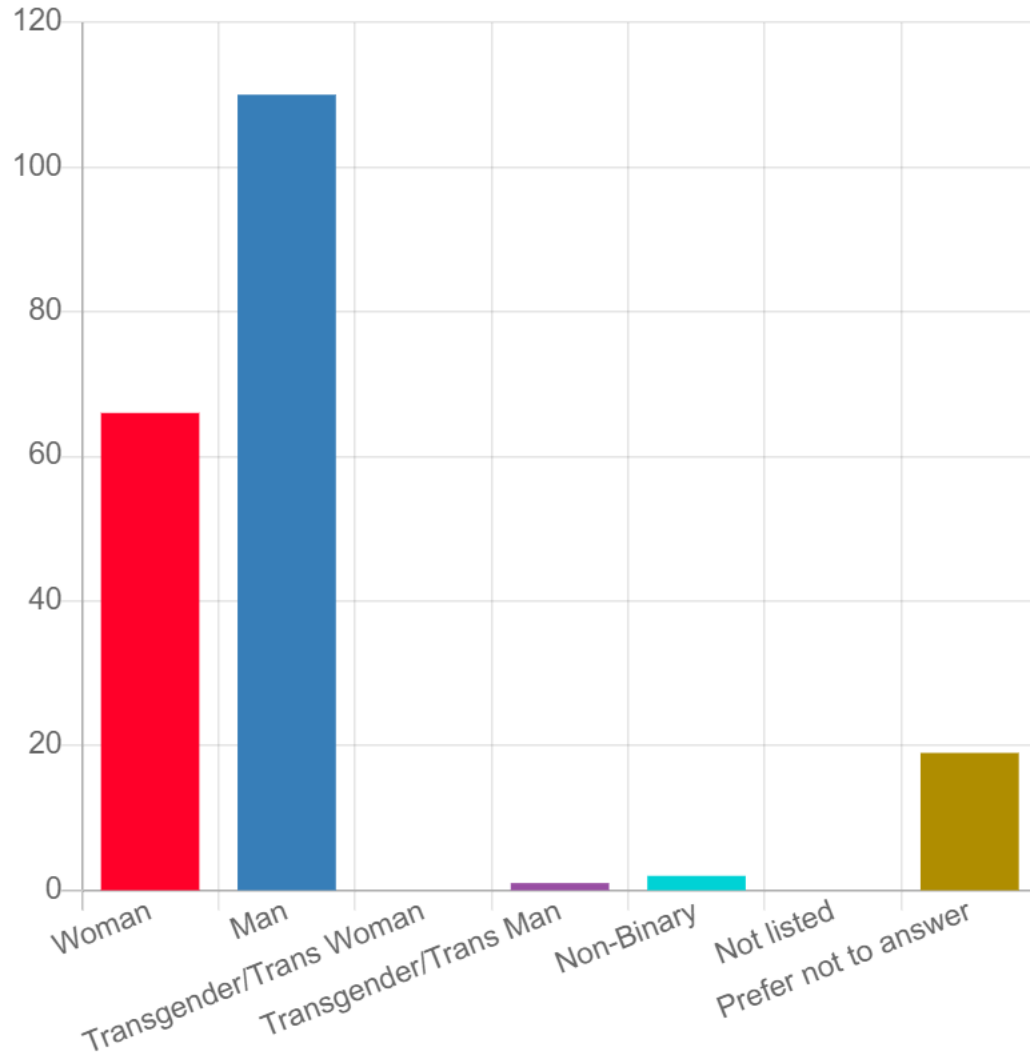
Age



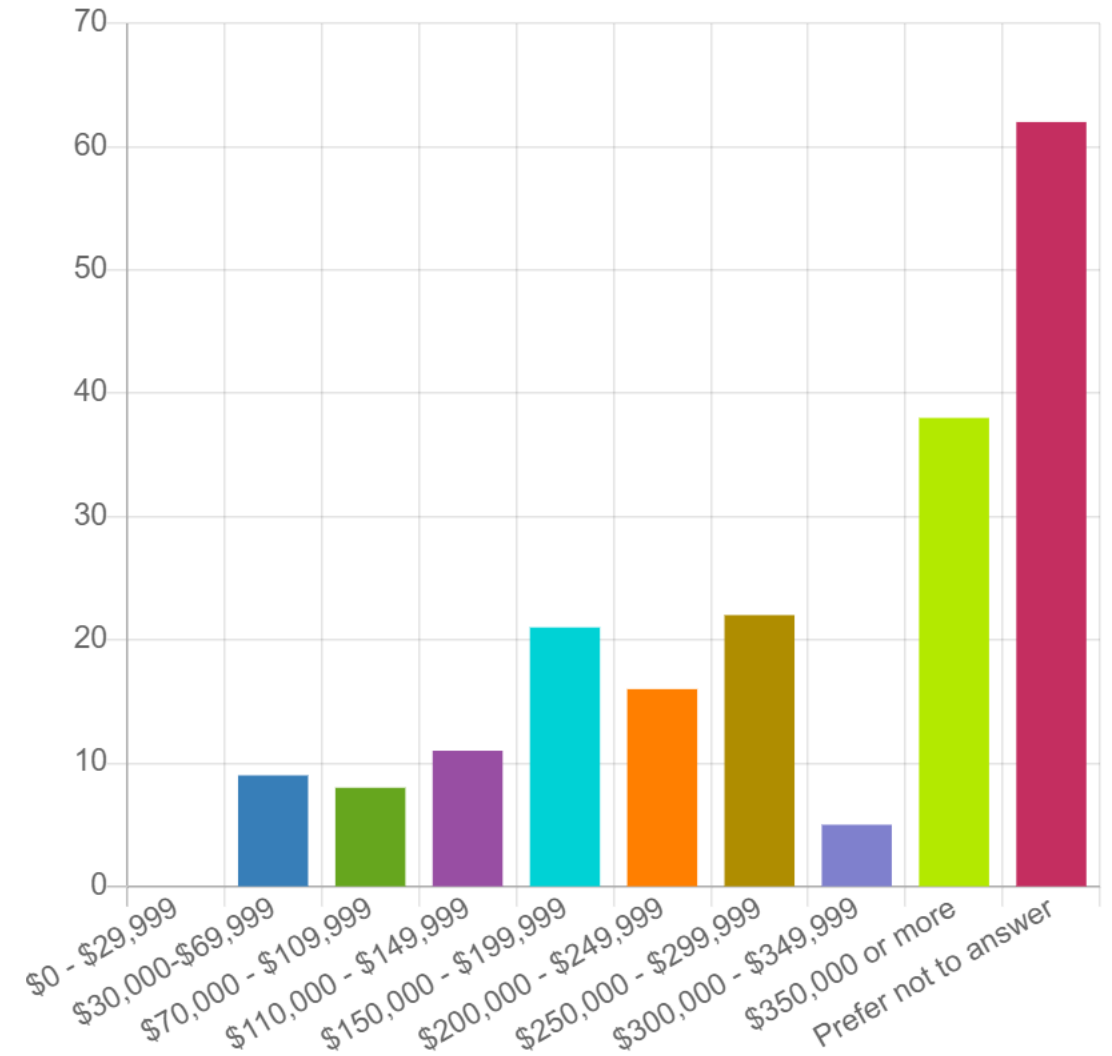
Race



Gender



Income

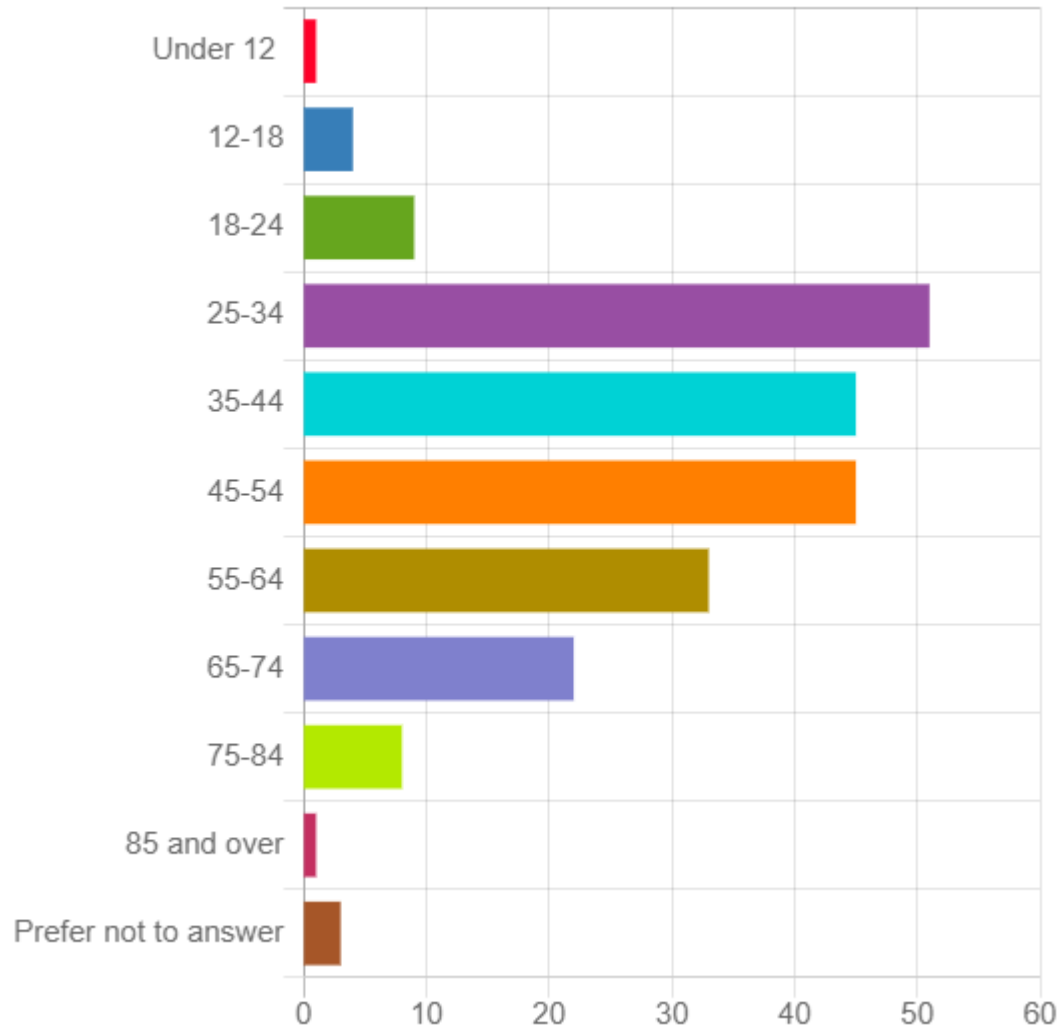


**Survey response update:
July 5, 2024**

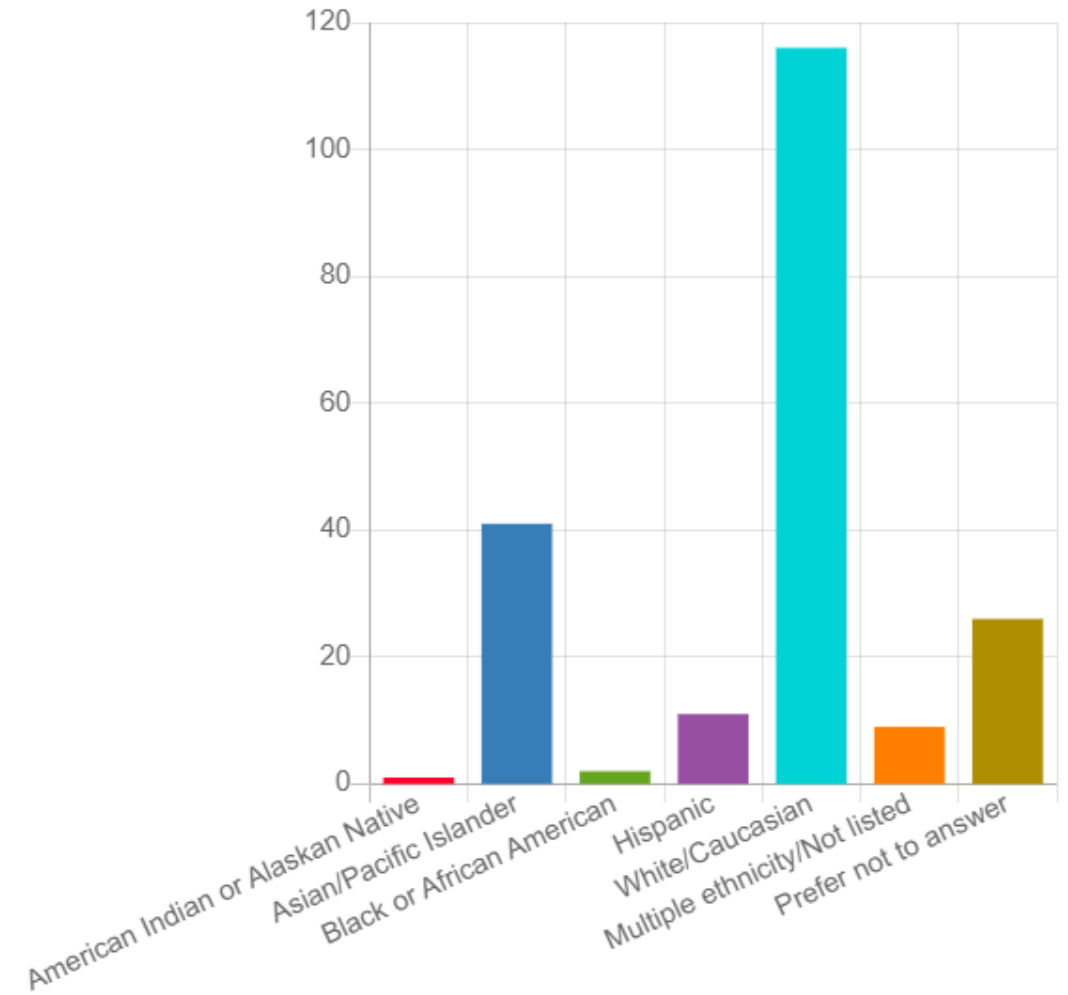
Survey response summary

- As of 7/05 – **Total 379 survey respondents**
 - **Map Q1:**
 - Favorite spots: 343 responses
 - Favorite routes: 229 responses
 - **Map Q2:**
 - Great spots: 130 responses
 - Great routes: 136 responses
 - **Map Q3:**
 - Challenging spot: 134 responses
 - Challenging routes: 70 responses
 - Improvement spot: 117 responses
 - Improvement routes: 60 responses
 - **Overall, 230 Filled Responses (Open from 05/15)**
- 1 complete survey in Russian and Spanish, and 6 blank survey in Spanish.

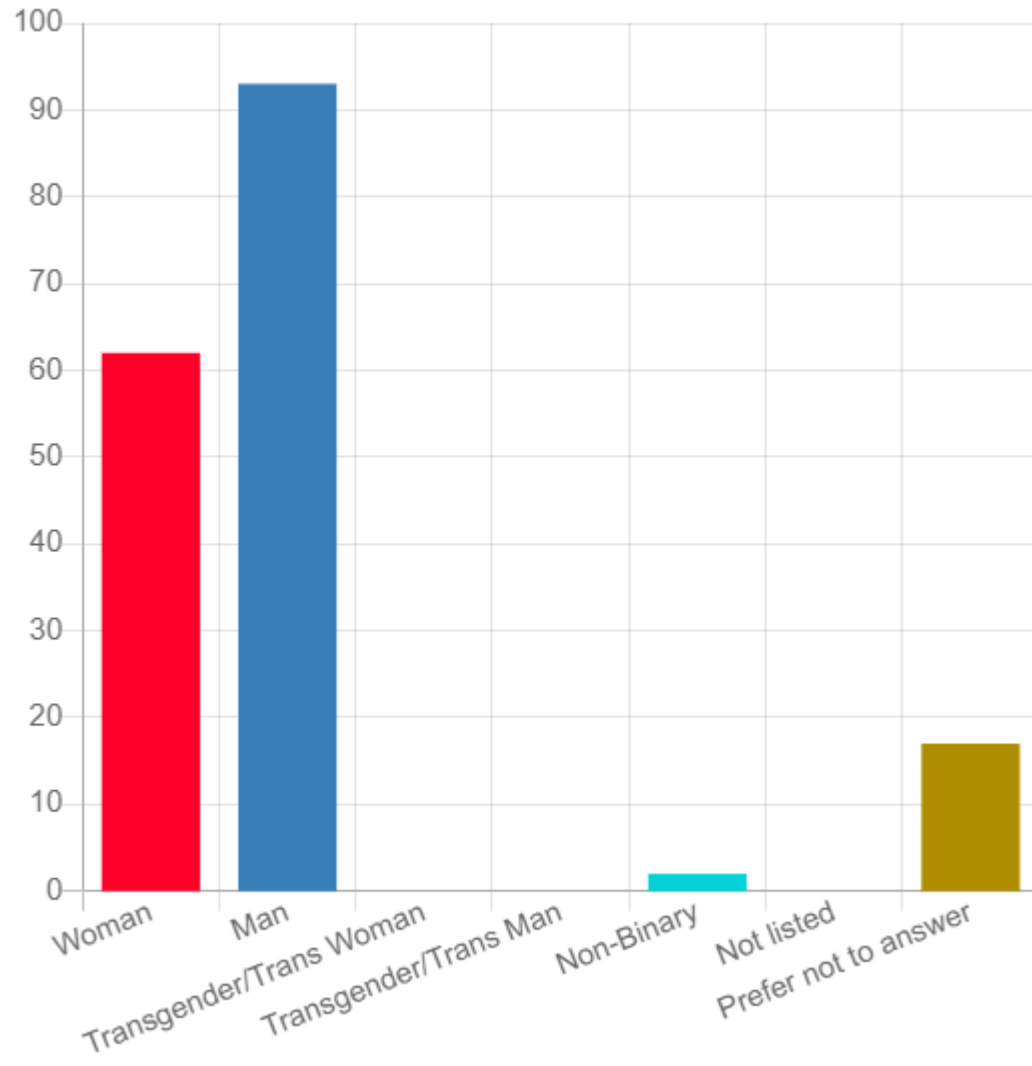
Age



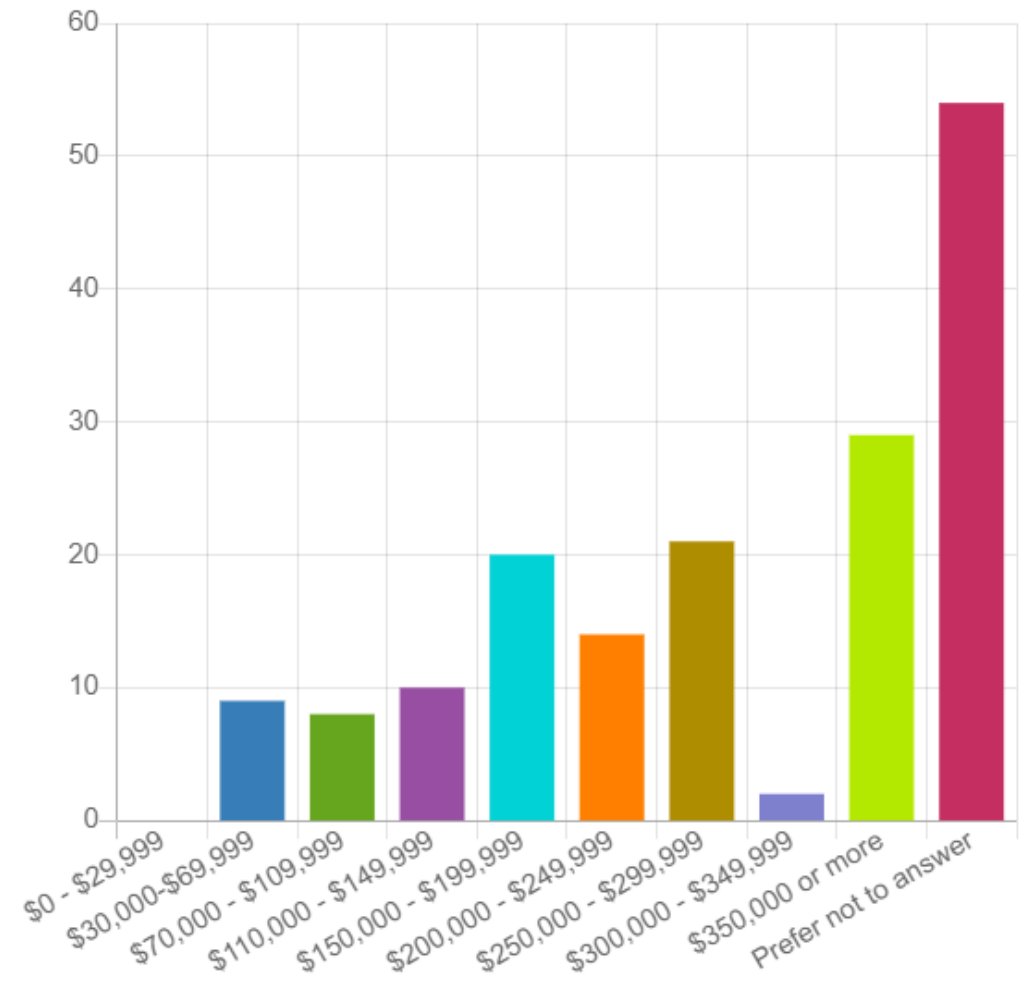
Race



Gender



Income



**Survey response update:
June 15, 2024**

Survey response summary

- As of 6/15 – **Total 270 survey respondents**
 - **Map Q1:**
 - Favorite spots: 246 responses
 - Favorite routes: 161 responses
 - **Map Q2:**
 - Great spots: 93 responses
 - Great routes: 100 responses
 - **Map Q3:**
 - Challenging spot: 96 responses
 - Challenging routes: 52 responses
 - Improvement spot: 88 responses
 - Improvement routes: 46 responses
 - **Overall, 161 Filled Responses (Open from 05/15)**
- 1 complete survey in Russian, 1 blank survey in Spanish and rest all in English

How often do you use these modes in the city of Mountain View?

