

SANTA CLARA COUNTY I-280 CORRIDOR STUDY

Appendix 4 CrowdSpot Outreach Summary

SANTA CLARA VALLEY TRANSPORTATION AUTHORITY (VTA)



1.0 Introduction

1.1 Background

I-280 Corridor Study project used Crowdsport mapping to seek community input on issues and ideas within the study corridor. This web based map survey offered an opportunity for the public to identify multimodal issues, provide comments and ideas at locations/spots along the corridor, and offer any opinions good or bad. The online map was available to the public from August 28, 2016 to October 24, 2017.

1.2 Study Area

The study area included the entire stretch of the I-280 corridor in the Santa Clara County and surrounding areas.

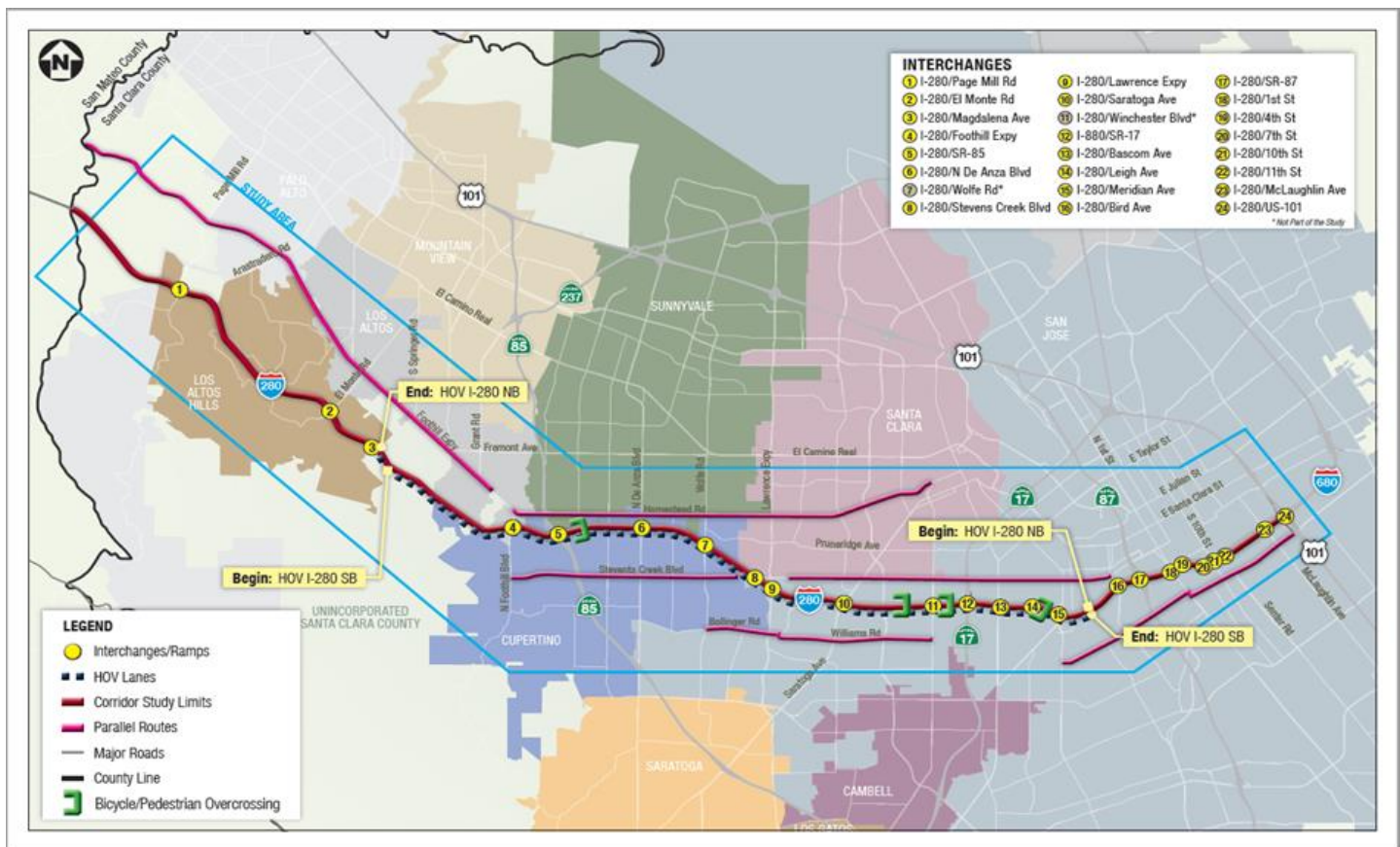


Figure 1 – Project Study Area

1.3 Process

VTA Outreach staff led the public engagement by posting the notice of public meetings, contribution period and link to the Crowdsport map on various websites and social media outlets. The map (**Figure 2**) permitted online users to pinpoint and indicate locations where they enjoy existing multimodal access (Like Spots), ideas to improve congestion, safety, and multimodal access (Idea Spots), and issues with various components of the corridor for all modes of transportation (Issue Spots).

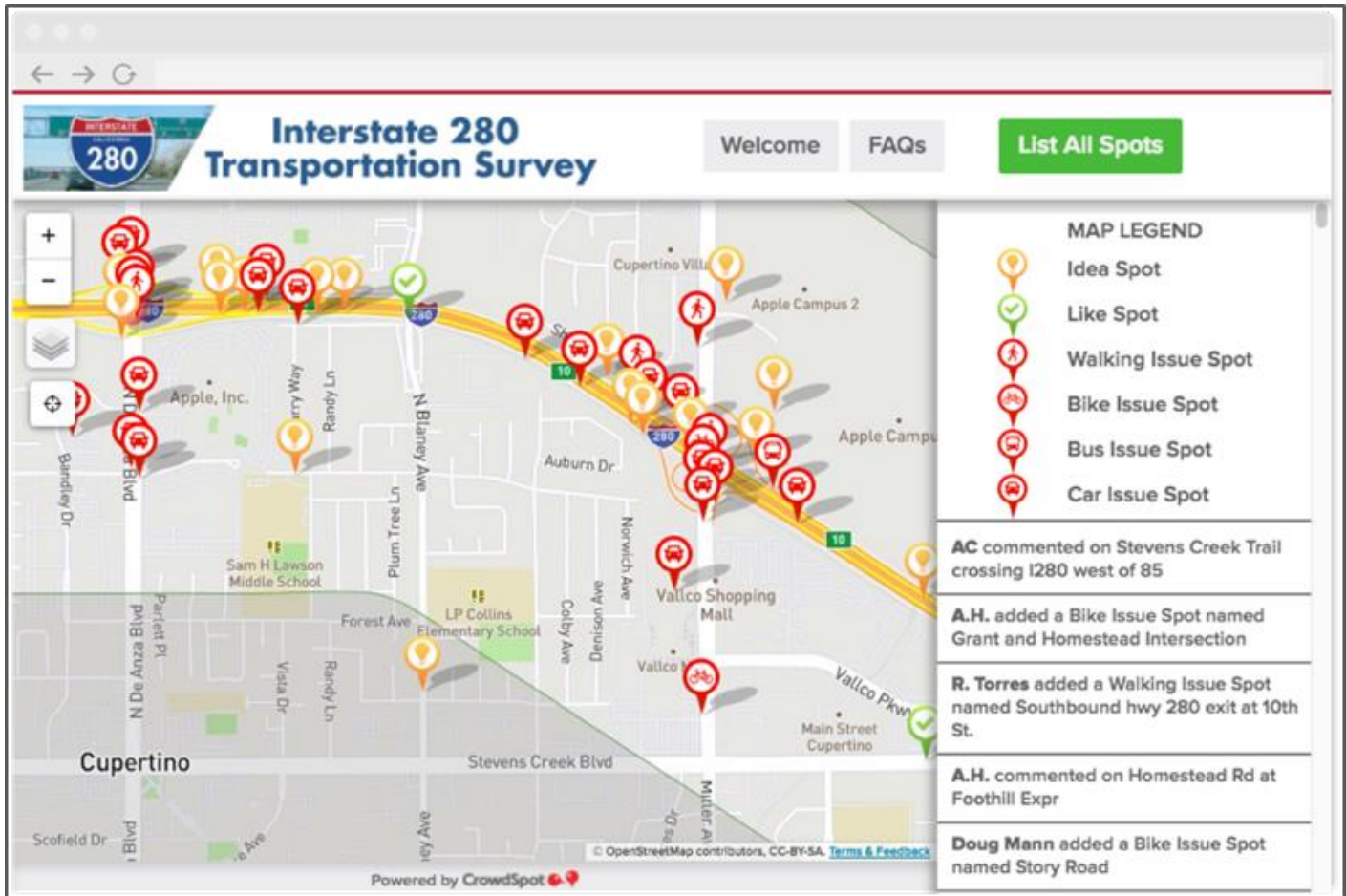


Figure 2 – CrowdSpot Project Map

2.0 Participation Data

Users had three different ways to take part and contribute to the survey through Spots, commenting, and supports. Spots could be created at locations of concern or interest by users. Participants could comment on a user created “spot” and further discussion. Supporting comments could be added on original comments to continue multiple iterations of discussion per “spot”.



The survey produced 819 spots involving a wide spectrum of likes, dislikes, and ideas for the existing corridor. 1018 comments were added to the spots in total furthering discussion on more details involving each indicated spot. In addition, 712 Supporting comments towards already developed discussions occurred as well. In total, there were 2549 submissions over the span of approximately 2 months.

2.1 Page Submission Over Time

The following **Figure 3** depicts the page submission data over time for the online survey. Each peak in site traffic was ignited by public outreach meetings and various forms of social media output. The survey received 84 submissions in a day twice during the life of the survey on August 30, 2016 and October 13, 2016.

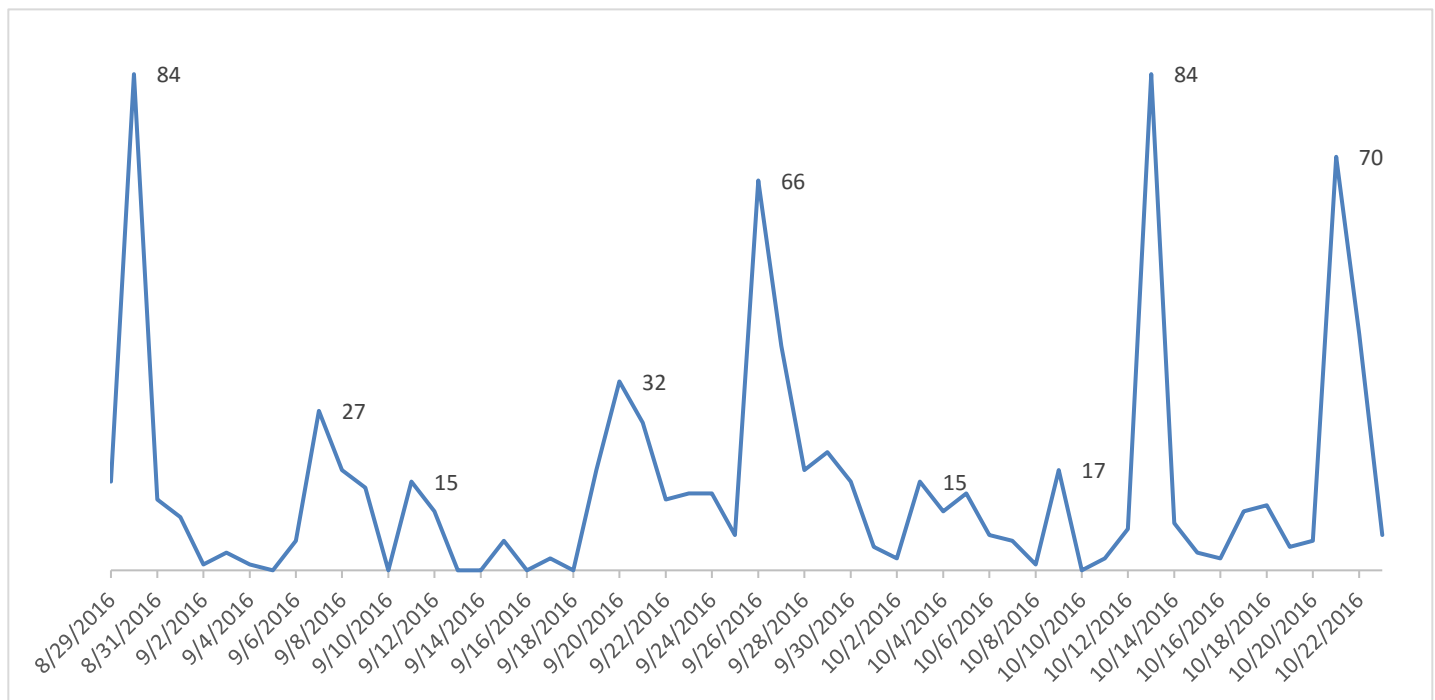


Figure 3 – Page Submission Data Over Time

2.2 Spatial Distribution of Spots

There were many submissions along the entire stretch of the I-280 corridor, but a few locations stood out as high areas of discussion on the forums. From West to East, the Interchanges with the most input were at Page Mill Rd, Magdalena Ave, Foothill Expy, Lawrence Expy, Saratoga Ave, Winchester Blvd, and Race St. This is depicted in the heat map developed from the data in **Figure 4**.

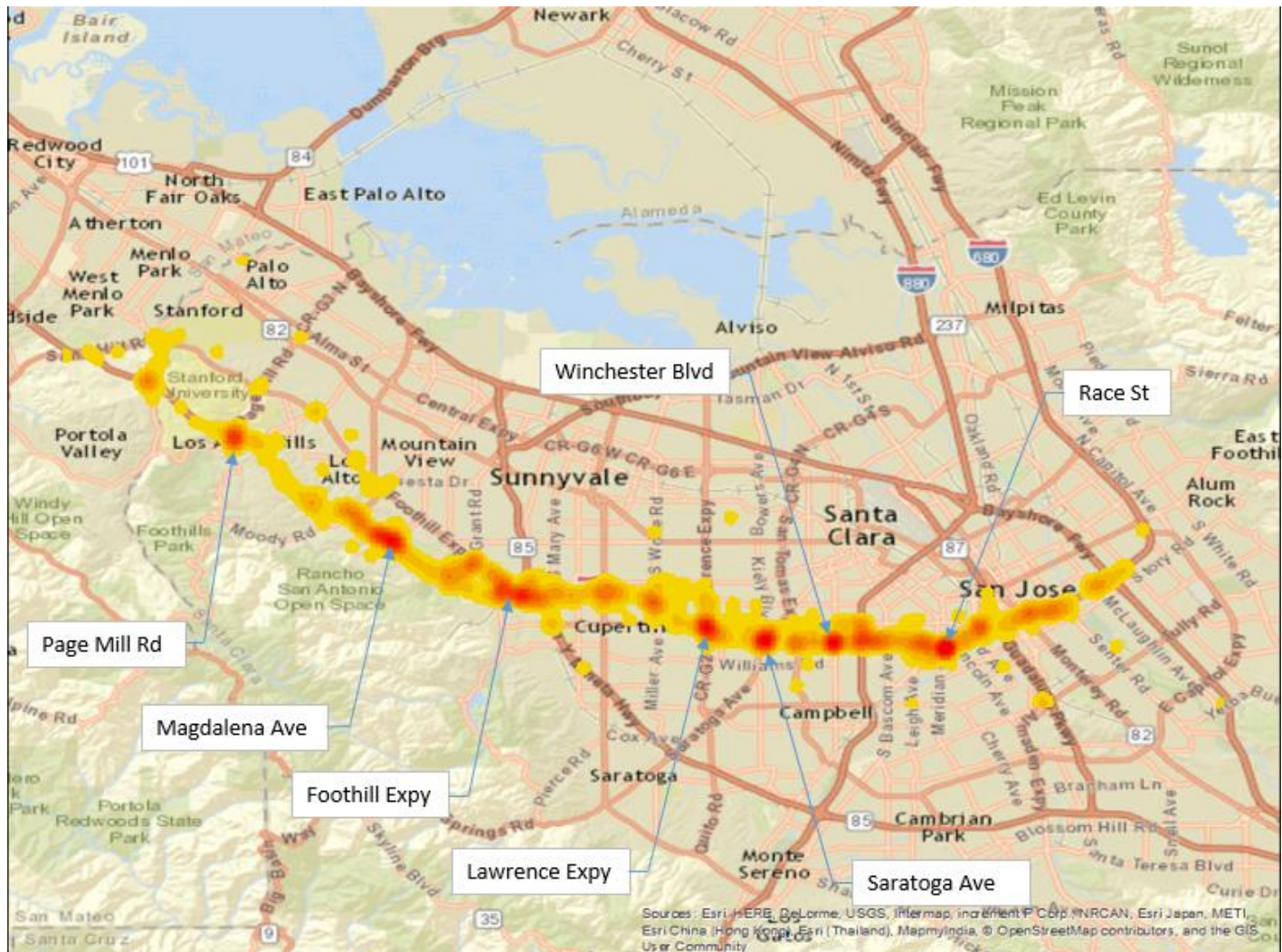


Figure 4 – Heat Map Distribution of Submissions

2.3 Types of Spots

Figure 5 shows the distribution of varying spots that were created by the CrowdSpot participants. Overwhelmingly, “Car Issue Spots” was the largest category of spots created with 54 percent of all spots included. The next three highest created “spot” types had approximately the same number of submissions as each other. They were “Bike Issue Spots”, “Car Idea Spots”, and “Walk Issue Spots”. All other spots developed on the map only totaled 12 percent of all spots.

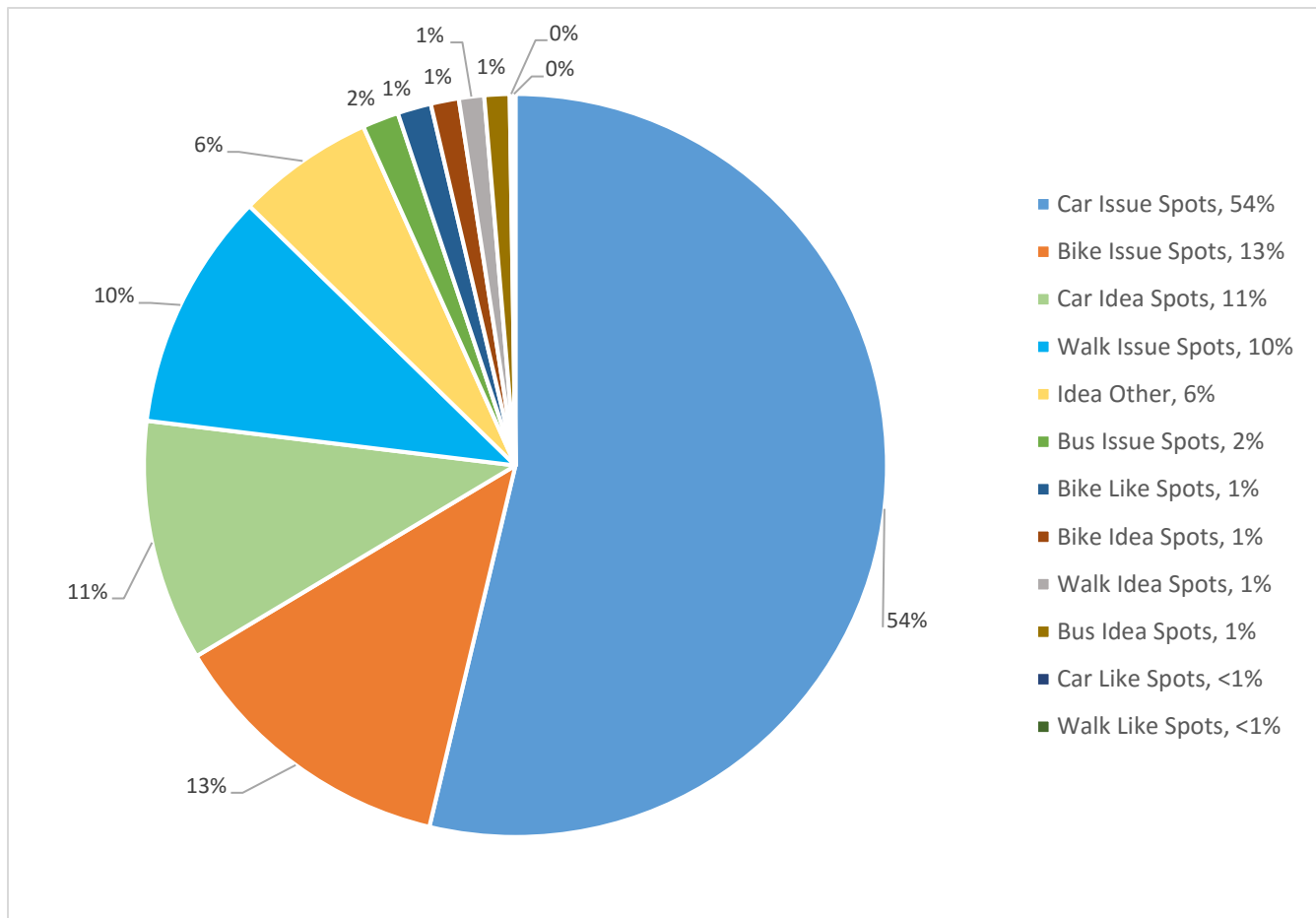


Figure 5 – Percentage of all the Individual Types of Spots Submitted

2.4 Commuter Mode of Transportation

Each participant in the online survey input their current work commute mode of transportation and how open they would be to either Carpool or use Express Lanes. Most CrowdSpot users on this survey commute by car alone. They make up 64 percent of all respondents as shown in **Figure 6**. The next highest response was carpooling for their commute at 11 percent. Following carpooling was biking to work at 8 percent.

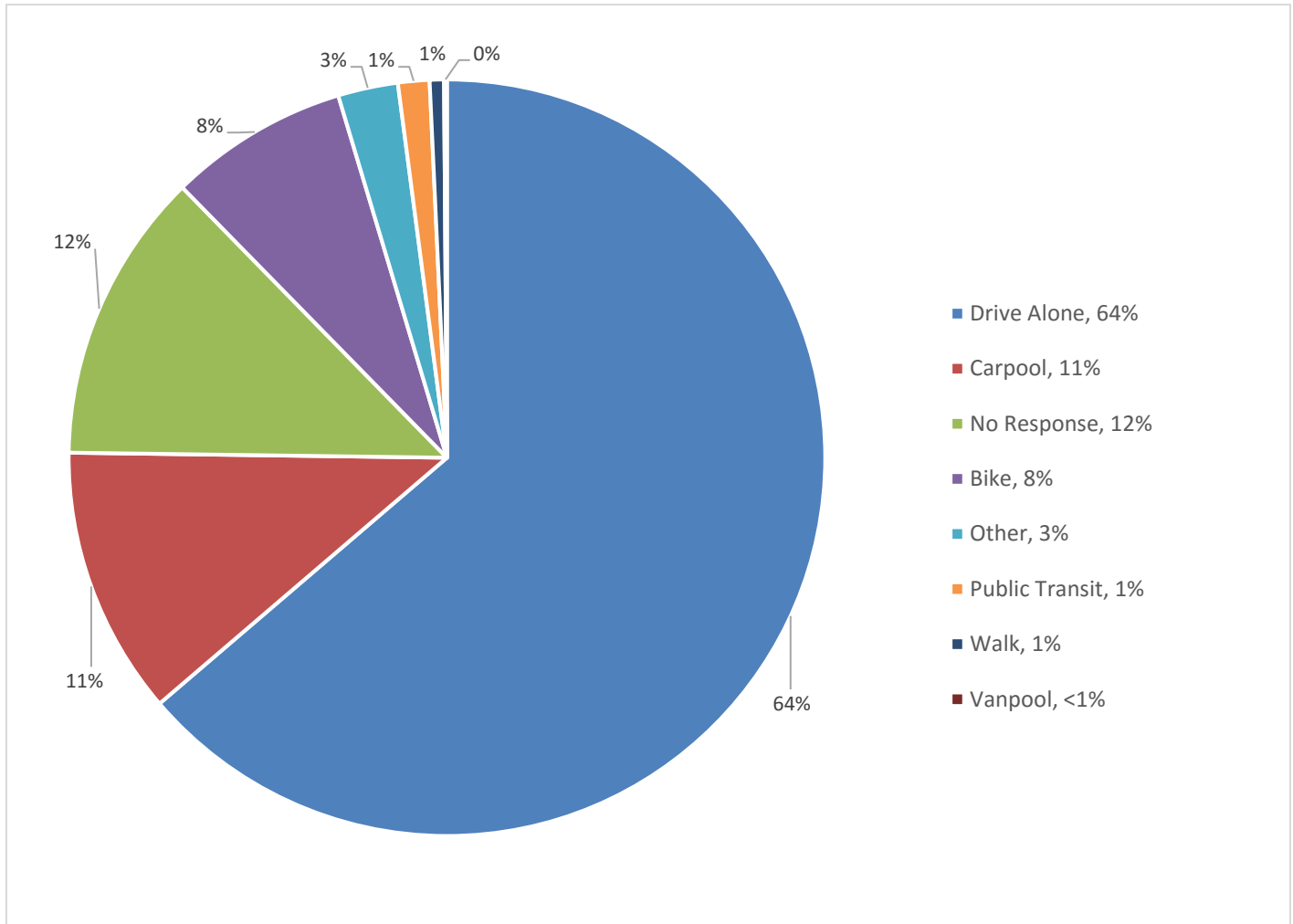


Figure 6 – Work Commuter Mode of Transportation

Figure 7 and **Figure 8** show how participants feel about Carpool and Express Lanes. When asked whether they would like to carpool, 64 percent input they would favor carpooling over driving alone. When users were asked if they would like Express Lanes to be added along the corridor, there were mixed feelings with 52 percent in support.

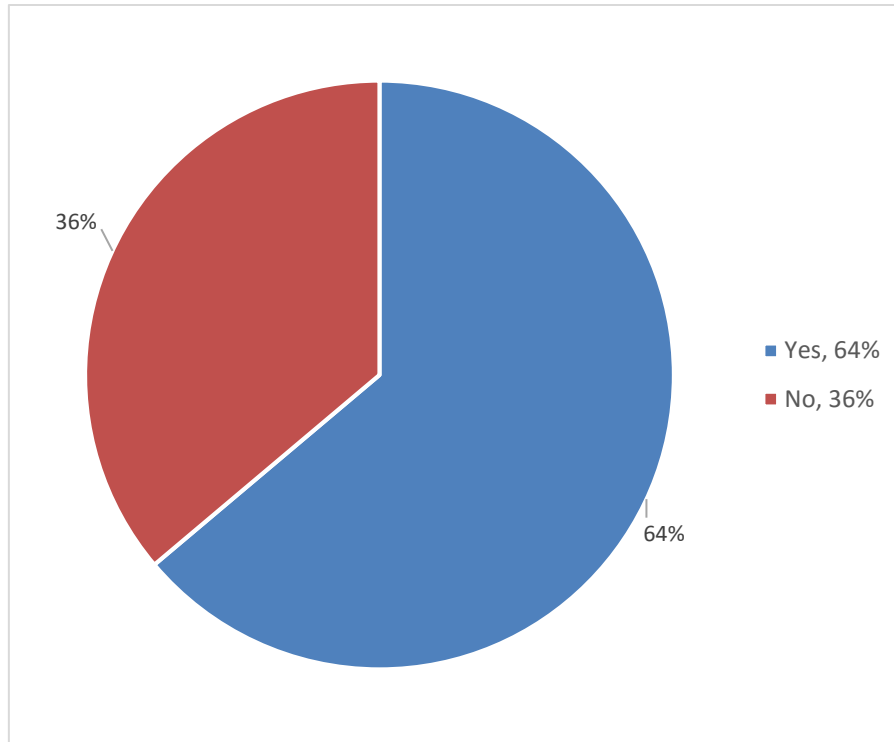


Figure 7 – Like to Carpool

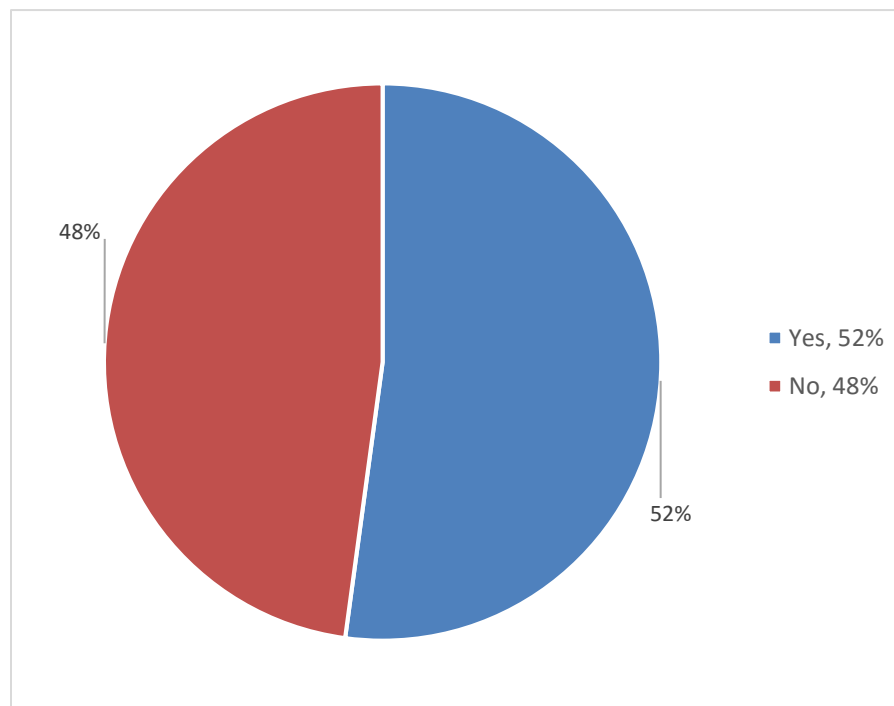


Figure 8 – Add Express Lane

3.0 User Input

3.1 Car Spots

The car related spots and comments that were discussed had a common thread at many locations along the corridor. Two issues stood out as areas to further investigate how to mitigate user concerns. Congestion made up 49 percent of all “Car Spots” with drivers feeling unsafe at 29 percent shown in red in **Figure 9**.

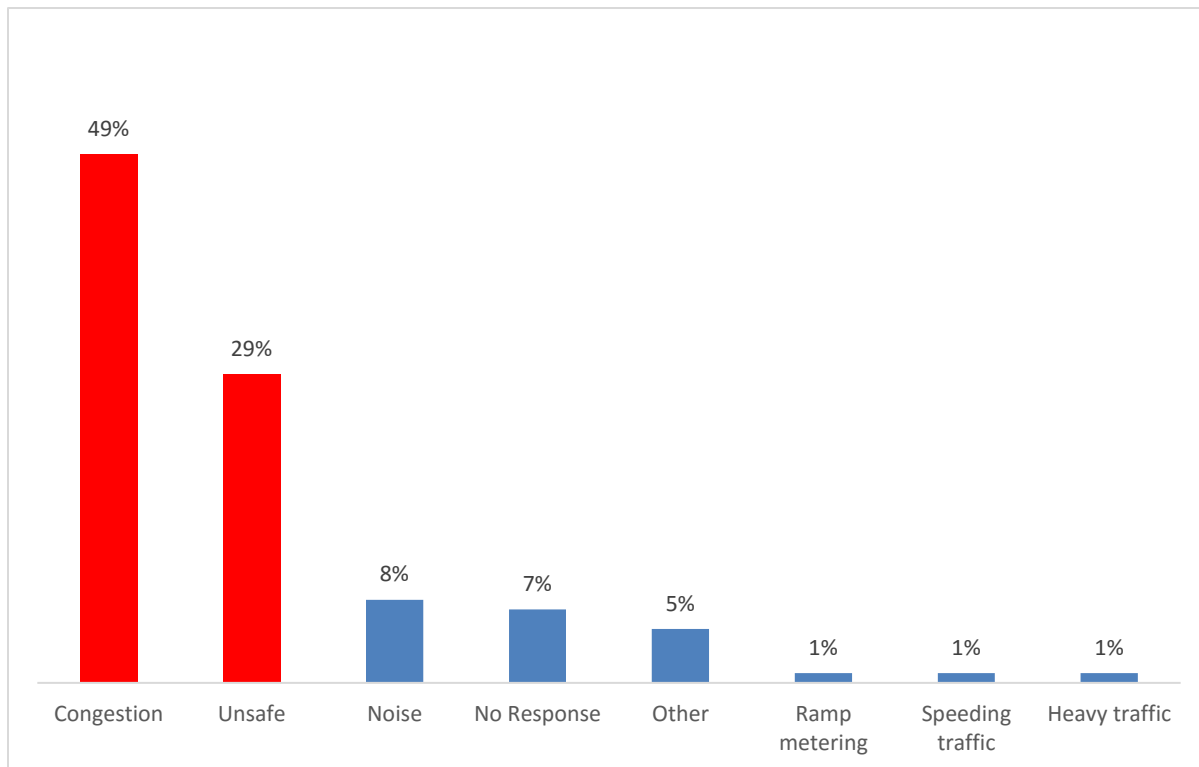


Figure 9 – Car Issue Response Distribution

The overwhelming responses regarding congestion and feeling unsafe coincided in many instances. For example, one response at Page Mill Rd discussed feeling unsafe waiting in congested traffic trying to exit at an off-ramp while the queue is backing up onto I-280. The following were the most mentioned locations for each Congestion and Unsafe remarks.

Table 1 - Top Car Issue Locations

Top Location Based on Comments	
Congestion	Magdalena Ave
Unsafe	Page Mill Rd and Foothill Expy

3.2 Pedestrian Spots

Pedestrian travel responses were mostly concentrated in a few locations along the I-280 corridor. The top two most mentioned remarks regarded feeling unsafe and poor lighting as shown in red in **Figure 10**. Race Street had the most chatter on the survey about pedestrian travel and safety.

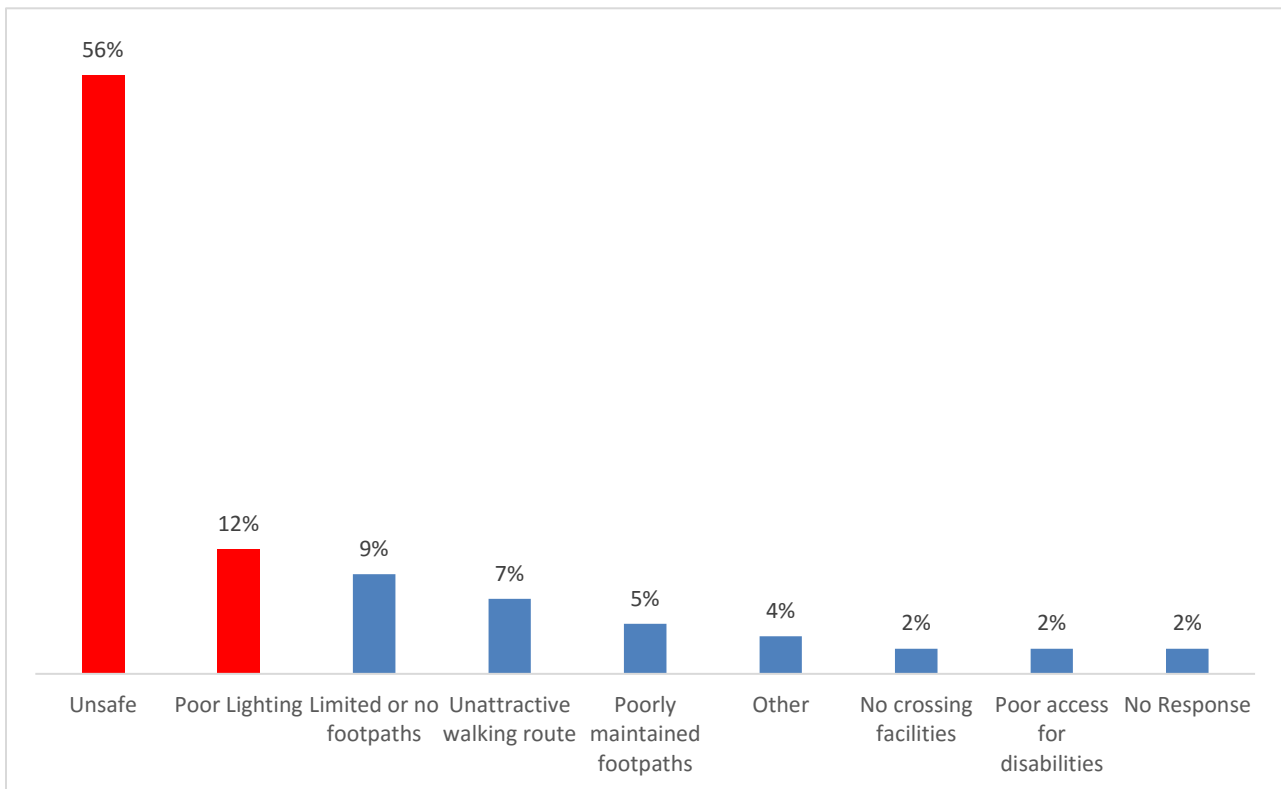


Figure 10 – Pedestrian Issue Response Distribution

Table 2 - Top Pedestrian Issue Locations

Top Location Based on Comments	
Unsafe	Race St
Poor Lighting	Race St

3.3 Bike Issues

Bike related input on the CrowdSpot survey was more evenly distributed, but all comments were safety related. The top two bike issues were high risk of collision and no bicycle lanes as shown in red in **Figure 11**. High risk of collision was mentioned 37 percent of all responses and 19 percent were related to no bicycle lanes being present.

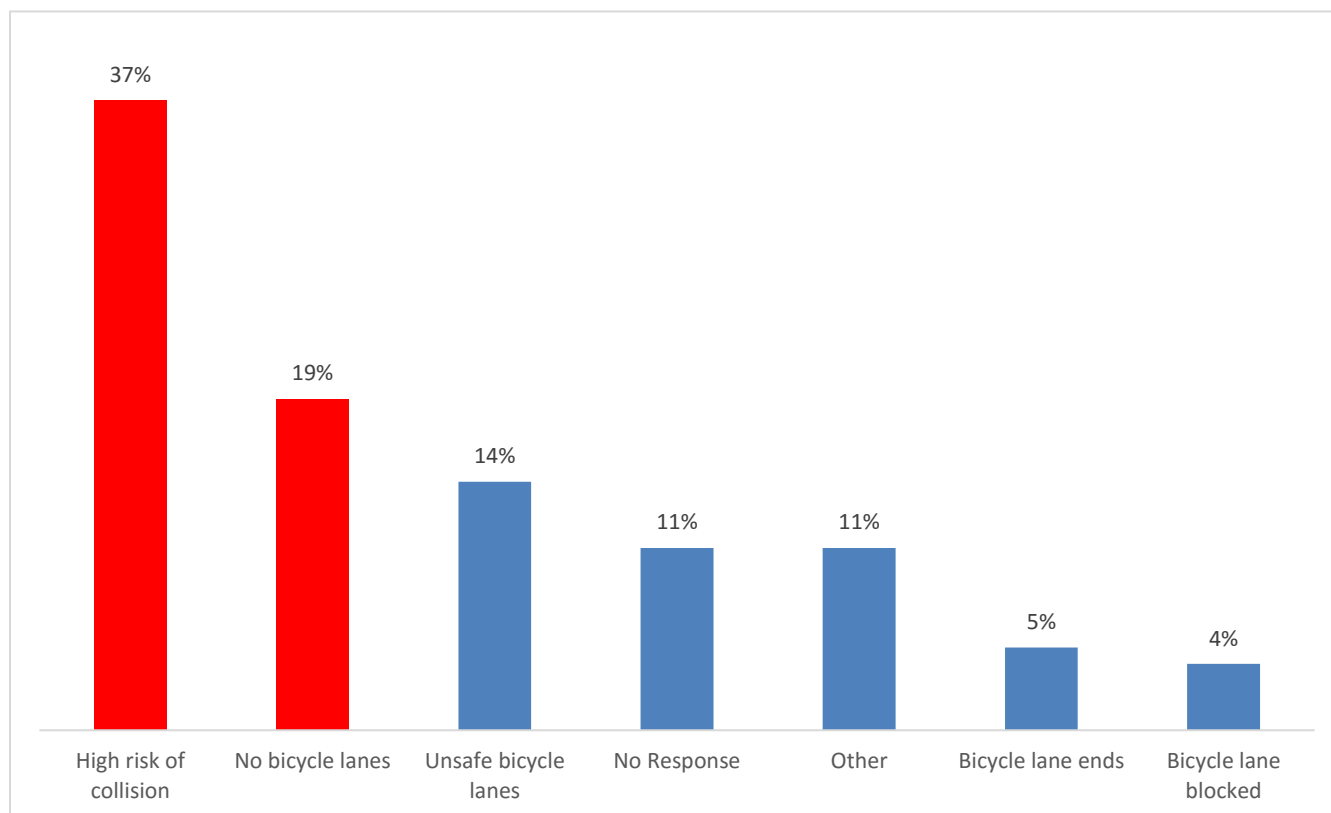


Figure 11 – Bicycle Related Issue Response Distribution

The most mentioned location overall was Foothill Expressway. This location seems to be very important to users and was requested for safer passage by regular everyday users throughout the survey.

Table 3 - Top Bike Issue Locations

Top Location Based on Comments	
High Risk of Collision	Foothill Expy
No Bicycle Lanes	Foothill Expy

3.4 Noise Abatement Issues

Noise issues were mentioned at a few locations along the corridor. Most comments fell in the range between Magdalena Ave and Foothill Expy.

34 Comments About Noise Issues

24 Comments Between Magdalena Ave and Foothill Expy

There were 34 comments about noise related issues in total and 24 of them were in the same vicinity of Magdalena Ave and Foothill Expy. **Figure 12** shows the overall distribution of comments throughout the comment with **Figure 13** giving a closer view of the most commented area of the survey for noise issues.

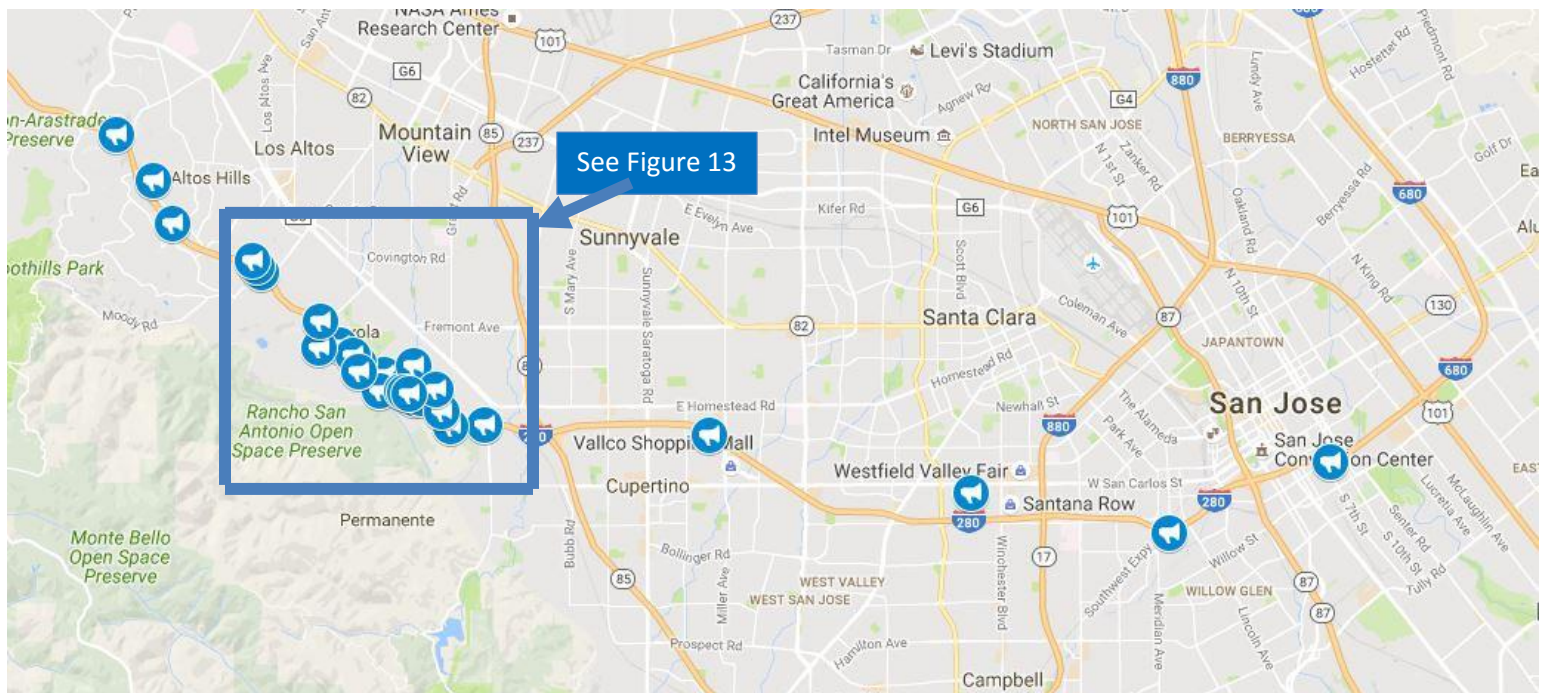


Figure 12 – Noise Issue Spot Map

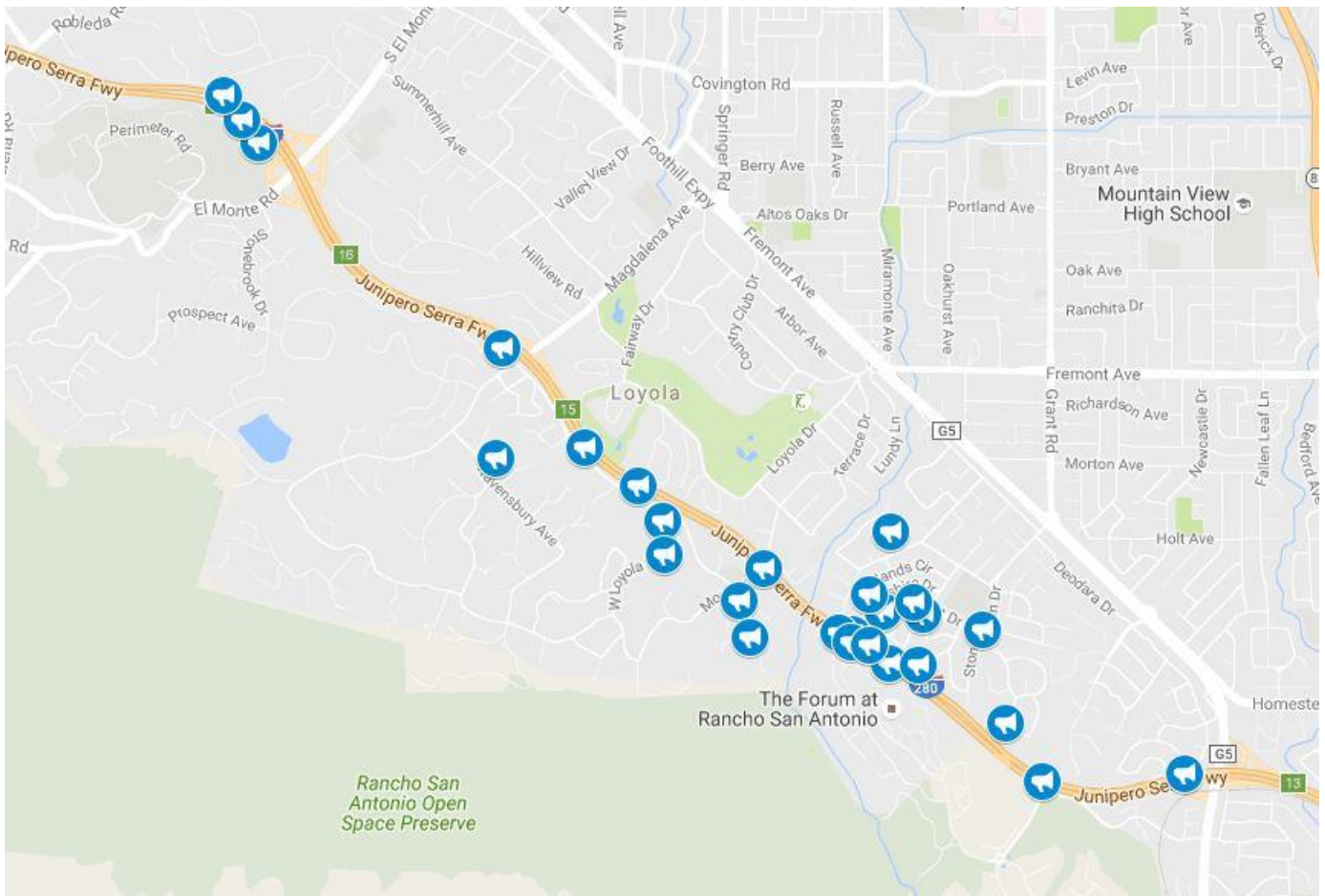


Figure 13 – Noise Issue Spot Map between Magdalena Ave and Foothill Expy

3.5 Top 10 Comments

The following **Table 4** shows the top 10 comment locations from the CrowdSpot Survey by Car, Pedestrian, and Bicycle Spots. These locations were identified by the number of spots, comments, and supports at each given location.

Table 4 - Top Ten Comments by Location and Spot Type

CAR COMMENT LOCATIONS	PEDESTRIAN COMMENT LOCATIONS	BICYCLE COMMENTS LOCATIONS
Magdalena Ave	Race Street	Foothill Expy
SB I-280 between El Monte Rd and Magdalena Ave	Lawrence Expy	Saratoga Ave
Saratoga Ave	N Wolfe Rd	Page Mill Rd
Page Mill Rd.	Bird Ave.	Lawrence Expy
Winchester Ave.	N De Anza Blvd	Meridian Ave
Highway 17	Foothill Expy	Bird Ave
Lawrence Expy.	Winchester Blvd.	Mary Ave. Ped Bridge
NB On-Ramp from 85 to NB merger	S 7 th St.	Monroe Ped Bridge
El Monte Rd	Montclair Elementary School	Steven Creek Blvd
Off-Ramp at Meridian	McLaughlin Ave	Grant