



MEMORANDUM

To: City of San Jose and Kimley Horn Project Team

From: Nelson\Nygaard Project Team

Date: June 11, 2019

Subject: En Movimiento Community Outreach #1 Summary

PROJECT INTRODUCTION

A successful *En Movimiento: A Transportation Plan for East San José* (formerly East San José Multimodal Transportation Improvement Plan) depends on an inclusive and equitable public outreach process that will solicit input from key individuals and organizations as well as a broad cross-section of East San José's communities and stakeholder groups. *En Movimiento* includes four rounds of targeted community engagement seeking public input through coordinated internal stakeholder communication and broad engagement. Community feedback gathered will directly influence the outcomes of *En Movimiento*.

GOALS AND OBJECTIVES

The first round of community engagement aims to address two primary goals:

1. Introduce the project to the broader East San José community; and
2. Validate the consultant team's synthesis of past studies, mobility priorities, potential projects, and understanding of community transportation needs.

At this stage in the project, the consultant team has summarized some of the key recommendations and needs that came out of previous planning efforts, and sought feedback about the following key questions: Do previous findings and recommendations still apply? What are the greatest mobility obstacles and needs within the study area? What issues should be prioritized to maximize benefits to East San José residents – such as safety, congestion, youth, elderly, public spaces, etc.? This round of community engagement included pop-up workshops and an online, map-based survey.

POP-UP OVERVIEW

The project team held a total of six pop-up events on Thursday, March 21, 2019. The pop-ups were held at key gathering spaces in the study area during midday, late afternoon, and early evening hours. The specific times and locations of each event are included in Figure 1.

Figure 1 Pop-Up Events Time and Location

Time	Location
11:00 a.m. to 1:30 p.m.	<ul style="list-style-type: none"> ▪ Roosevelt Community Center ▪ El Chaleteco Taqueria
12:00 p.m. to 2:30 p.m.	<ul style="list-style-type: none"> ▪ San Antonio and Lucha Elementary Schools' student pickup gate at Stowe Avenue
4:00 p.m. to 6:30 p.m.	<ul style="list-style-type: none"> ▪ Roosevelt Community Center ▪ Lucky 7 Supermarket ▪ Mexican Heritage Plaza

The pop-up events utilized Nelson\Nygaard staff, and support staff from the rest of the consultant team, including Kimley Horn, VIVO and SOMOS Mayfair to host tables. VIVO communicated in Vietnamese with participants at the Roosevelt Community Center during the midday session, and SOMOS Mayfair communicated in Spanish with participants at all locations. The City project team was also present throughout the day, staffing all pop-up locations.

The team developed materials that could be easily used in a variety of outdoor and high-traffic areas, including posters, handouts, and cards with links to the online survey, to present the project understanding and solicit input about primary mobility challenges in East San José.

Prior to the pop-ups, the project team developed email blurbs and flyers for project partners to share. Because pop-ups took place where people already spend their time, no extensive mailers were distributed. The project team worked directly with community organizations to distribute information and point interested members of the public to a project website. Email blurbs and twitter-length notifications were shared with our full list of project stakeholders so they could post to social media and share directly with their communities. VIVO and SOMOS Mayfair also shared the notifications and links to the project website and survey.

Community members provide input at Roosevelt Community Center



Who we heard from

During the pop-ups, the project team received input from a broad range of community members. The majority of participants were Asian and Latinx community members. Many participants communicated primarily with the SOMOS Mayfair and VIVO staff in Spanish and Vietnamese.

Some participants at the midday Roosevelt Community Center spoke Cantonese, and communicated directly with the City of San José staff. During the events, the project team steadily distributed factsheets and cards with a link to the online survey. Over the course of the day, the project team distributed approximately 200 handouts in Spanish, English, and Vietnamese. Twenty-six people signed up for the email list.

VIVO staff speaking with community members



SOMOS staff speaking with community members



MAPTIONNAIRE SURVEY OVERVIEW

An online survey was distributed to gather location-specific feedback about neighborhood transportation needs and priorities. The survey was administered via Maptionnaire, a map-based survey platform that allows for location-specific feedback. The survey was available in English, Spanish and Vietnamese.

The survey link was shared in coordination with the pop-up notices via links and email networks. The survey also was shared on tablets for in-person participation during the pop-up events. The team also distributed small handouts with the survey link to pop-up visitors who did not take the survey in-person.

After the pop-up events, the survey was shared via emails and social media in cooperation with project stakeholders. The announcement was included on a variety of community organization websites (including immigrantinfo.org), through partner organizations' email lists and social media (including TransForm, local advocacy list serves, and the local network of community-serving nonprofit organizations). Stakeholder organizations and partners shared the survey internally, and VIVO included it in the curriculum for their computer literacy class.

Who we heard from

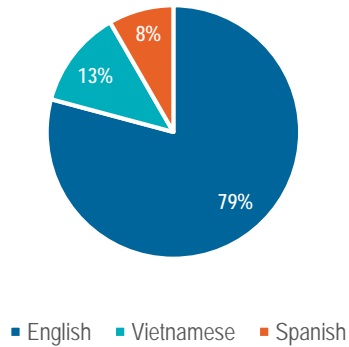
The survey platform collected feedback from 131 participants (Figure 2). The survey reached a broad cross-section of communities in East San José. As shown in

Figure 3, the majority of survey respondents opted to take the survey in English (80%); the remaining participants took the survey in Vietnamese (13%) and Spanish (8%). The majority of people who took the survey were White, Latinx, and Asian (Figure 4). They ranged in age, with the majority of participants falling between ages 25 and 55 (Figure 5).

Figure 2 Survey Participation Overview

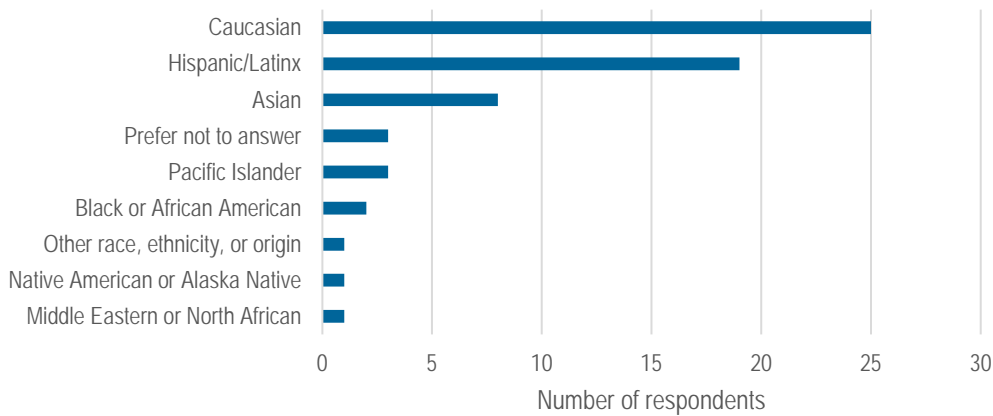
Responses	Count
Total number of respondents	131
Total number of respondents who answered both map and non-map questions	96
Total number of respondents who only answered map questions	35
Total number of visitors (including those who did not answer anything)	663
Total number of question responses	937
Total number of map responses	558

Figure 3 Survey Language Used



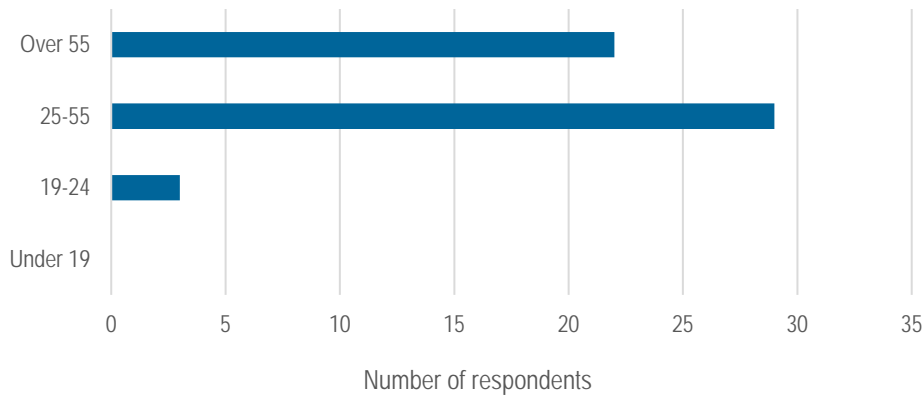
N = 96 respondents

Figure 4 Ethnicity of Survey Participants



N = 63 respondents

Figure 5 Age of Survey Participants



N = 54 respondents

WHAT WE HEARD

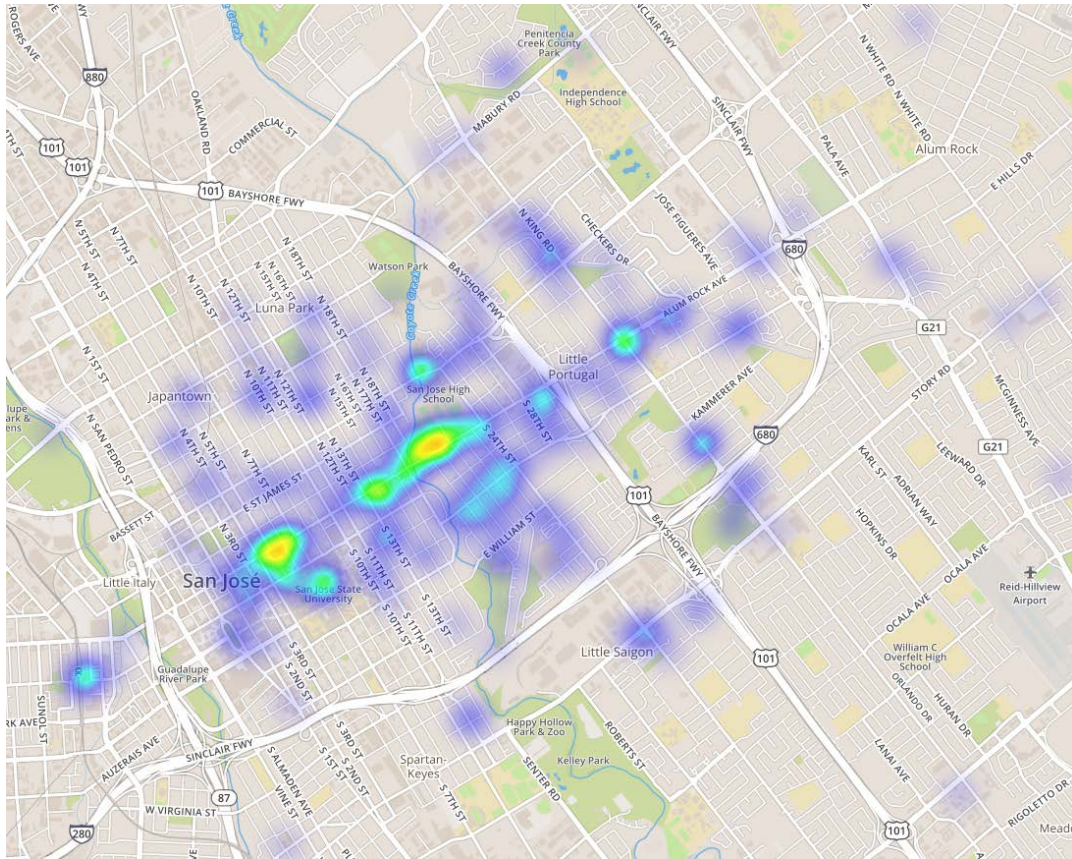
The project team gathered input about multimodal issues from community members during the pop-up events and during the survey. The survey collected feedback about the following issues:

- Where people walk/bike/take transit most often
- What makes it most difficult to walk/bike/take transit
- Locations in greatest need of improvement for walking/biking/taking transit
- Support for previous transportation plans
- Top 5 transportation improvements
- What people like about walking/biking/transit

The feedback the team gathered during the pop-up events complemented the information gathered from the survey. During the pop-ups, community members provided location-based information about where they walk, bike, or take transit most often, and locations in greatest need of improvement for all modes. The project team inputted these map points into the survey, enabling us to summarize the data from both outreach approaches comprehensively. Community members also shared qualitative comments that provided additional insight into the issues that people experience while walking, biking, and taking transit in the study area.

Figure 5 shows where community members most often start and end their trips for all modes. The majority of trips start and end along the East Santa Clara Street and Alum Rock Avenue corridor. Trips are particularly concentrated on East Santa Clara Street between North 3rd Street and South 24th Street, and at the intersection of Alum Rock Avenue and North King Road. Community members also report traveling frequently to/from San Jose High School. The remainder of trips are dispersed across the study area, with a somewhat higher concentration of trips on the western side of the study area, closer to Downtown San José.

Figure 6 Where do you most often start/end your trip when you walk, bike, or take transit?

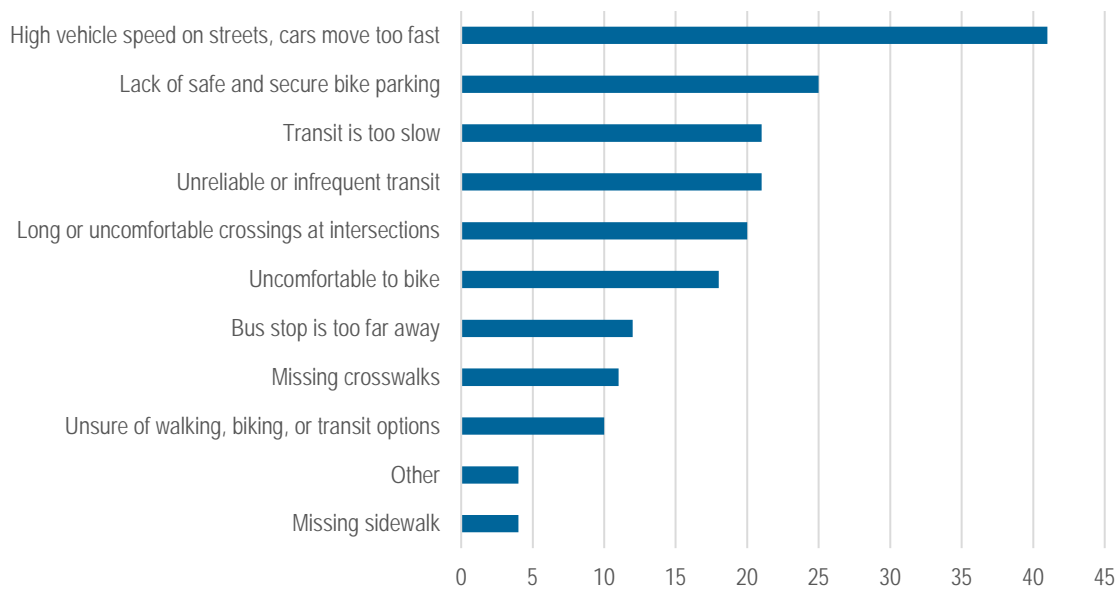


N = 338 map points

Notes: 300 map points from the survey (130 transit, 91 bike, 79 walk); 38 map points from the pop-up events (17 transit, 16 bike, 5 walk)

Figure 7 summarizes how many community members identified a challenge as one of the top three challenges they experience while traveling within the study area. Over 40 respondents indicated that people driving too fast is one of the top three challenges that they experience; this is by far the most frequently identified challenge. Other common challenges exist across all modes, including biking, walking, and transit. Between 20 and 25 respondents indicated that lack of safe and secure bike parking, transit is too slow, unreliable and frequent transit, and long and uncomfortable crossings at intersections are among their top three challenges.

Figure 7 What makes it difficult to walk/bike/take transit in the study area? (Top 3 challenges)



N = 72 respondents

Figure 8 displays where community members experience issues when walking, biking, or taking transit in the study area. This emphasizes that people experience issues at a number of specific intersections, primarily along three corridors:

- East Santa Clara Street and Alum Rock corridor spanning from North 3rd Street to the I-680 interchange near South Jackson Avenue
- East Julian Street and McKee Road between San Jose High School and Overfelt Gardens Park
- King Road between Las Plumes Avenue and I-680 to the south

Specific hotspots include where East Santa Clara Street intersects with the following streets:

- South 17th Street (near Roosevelt Park)
- Between South 24th Street and US-101
- South King Road
- South Jackson Avenue

People also report issues as they continue south down South 24th Street and east along East San Antonino Street.

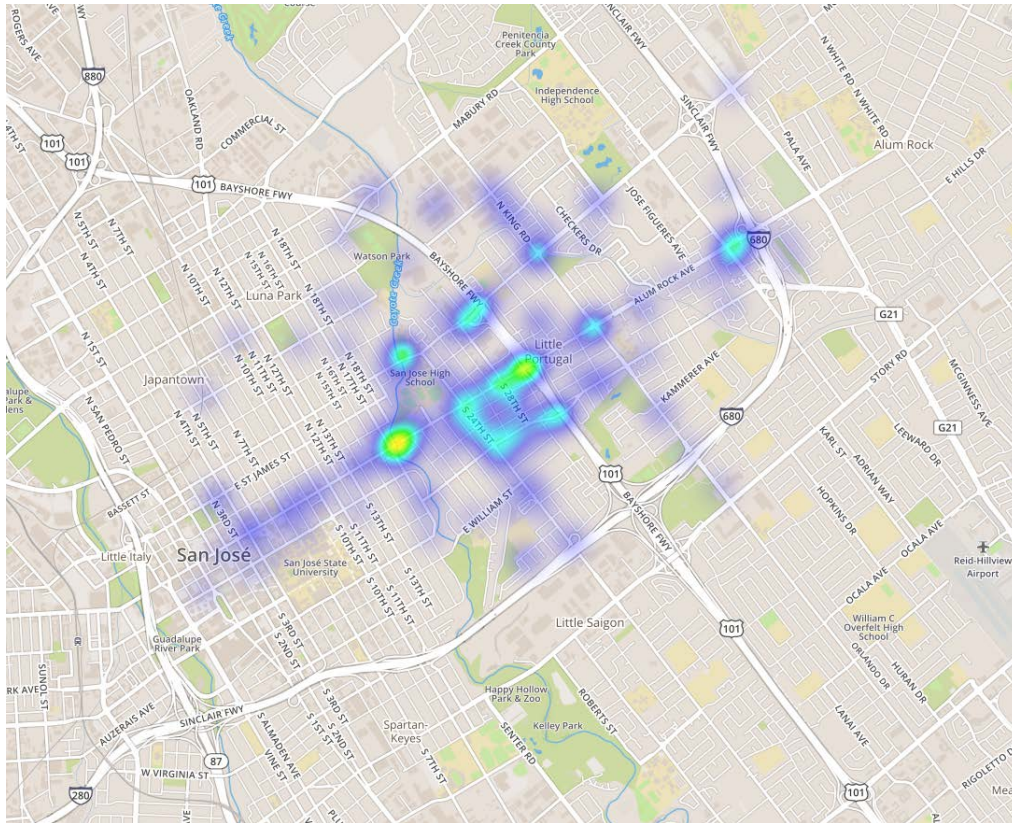
Some survey participants included comments associated with the points on the map. Common issues across these comments included the following:

- Cars traveling too fast
- Personal security
- Desire to improve Coyote Creek trail access
- Transit transfers are difficult

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- Santa Clara and Alum Rock are unsafe for biking
- Streets feel too narrow for biking

Figure 8 What are the locations in the area that are in greatest need of improvement for walking, biking, or accessing transit?

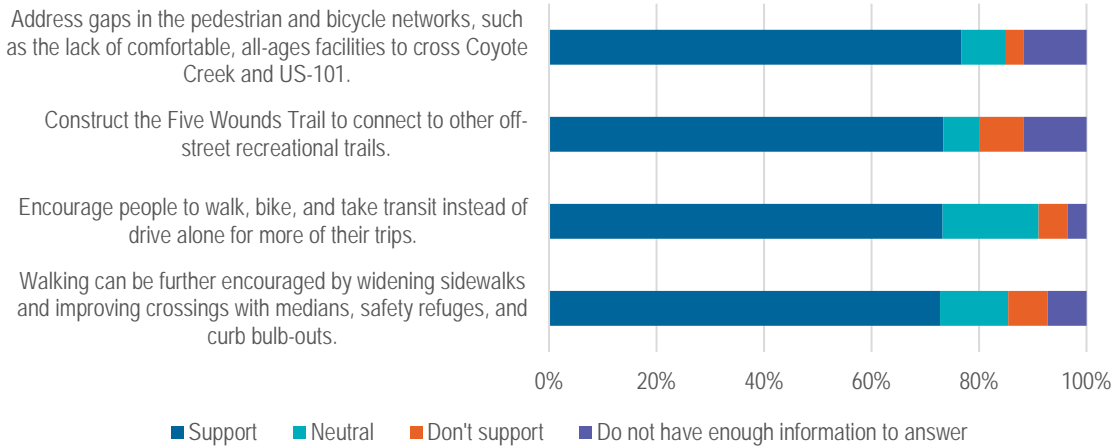


N = 222 map points

Notes: 169 map points from the survey (27 transit, 67 bike, 75 walk); 53 map points from the pop-up events

The project team has conducted a review of previous and ongoing planning studies to ensure that this plan builds upon those efforts. The team shared a summary list of these plans with the community to gain an understanding about whether or not they support the previous and ongoing efforts. As shown in Figure 9, the majority of community members support these efforts.

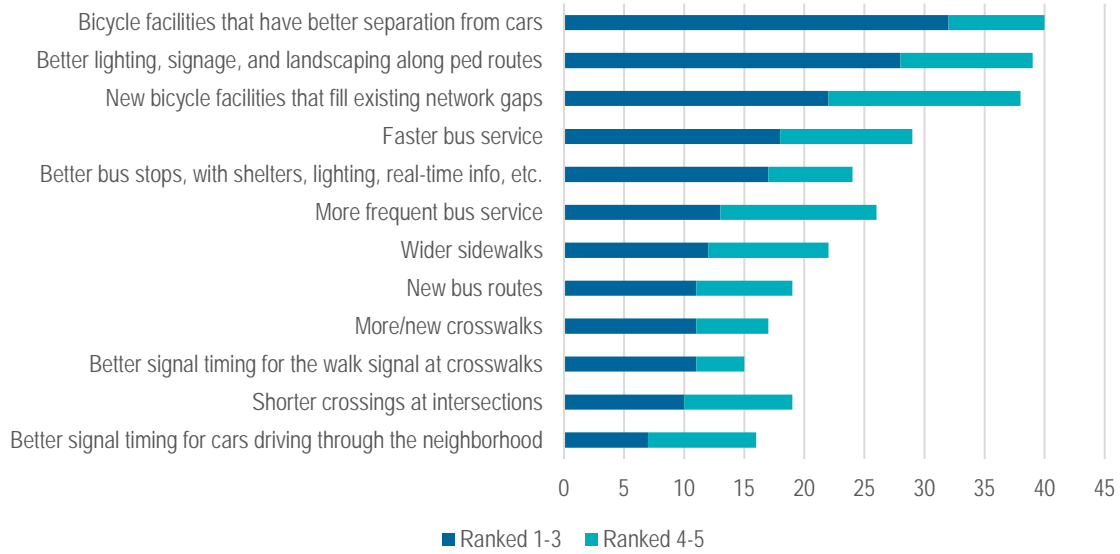
Figure 9 Please indicate if you agree with the following previous transportation plans.



N = 60 respondents

Survey participants also were asked to rank a list of possible improvements according to the top five improvements that they would like to see. Figure 10 provides an overview of how many community members indicated that a particular improvement fell within their top three choices and within their fourth or fifth choices. Separate bicycle facilities from cars, better lighting, signage, and landscape along pedestrian routes, and new bicycle facilities to fill gaps were most frequently indicated as top five improvements. Within those improvements, separating bicycle facilities from cars was mostly frequently rated within a participant's top three choices. All suggested improvements fell within at least seven respondent's top three choices and at least fifteen respondent's top five choices.

Figure 10 Rank the top five transportation improvements you would like to see.



N = 72 respondents

During the pop-up events, the project team connected with well over 100 people (and distributed approximately 200 flyers). During conversations with community members, the team collected 121 written comments about mobility issues in the study area. A number of common issues that community members experience emerged from these comments, summarized in Figure 11. The issues identified during these conversations are consistent with the survey responses.

Figure 11 Common Issues Identified During Pop-Up Events

Mode	Issues
Walk	<ul style="list-style-type: none"> ▪ Improve street crossings ▪ Sidewalk hazards
Bike	<ul style="list-style-type: none"> ▪ Don't feel safe while biking ▪ More bike lanes
Transit	<ul style="list-style-type: none"> ▪ More bus stops ▪ Bus doesn't take me where I need to go ▪ More service ▪ Bus is slow
Drive	<ul style="list-style-type: none"> ▪ Lack of parking
Overall mobility	<ul style="list-style-type: none"> ▪ Drivers speed and don't respect traffic laws ▪ Traffic safety ▪ Personal security ▪ Potholes ▪ Collisions

Survey respondents also shared comments about what they like about walking, biking, or taking transit in the study area. Many community members highlighted that they like having access to transit in the study area; some noted that they like using transit because they do not have access to or would prefer not to use their personal vehicle. Community members also like the bike lanes where they exist and used this opportunity to emphasize that they would like to see more bike and pedestrian infrastructure throughout the study area. Many community members also noted that they like the area's neighborhood feel, particularly the historic buildings, architecture, and trees. While this comment is not directly related to transportation, it is important to consider how the mobility experience in the neighborhood can best integrate with and enhance the feel of the neighborhood.

KEY TAKEAWAYS

Based on the survey responses and pop-up input, the following topics and preferences surface as primary multimodal issues in East San José:

- Traffic calming and high vehicle speeds
- Transit speed, reliability and frequency
- Long distance or low-comfort at pedestrian crossings
- Gaps in bicycle network or low-comfort environment for riding bikes
- Focus on full East Santa Clara Street/Alum Rock Avenue corridor
- Focus on 24th Street, East San Antonio, King Road
- Focus on East Julian Street near 24th Street, McKee Road at King Road

APPENDIX

Survey Questions



East San José En Movimiento

East San José En Movimiento is a transportation plan designed to make it easier to walk, bike and take transit in East San José. We want to identify projects that reflect your values and priorities, and identify high priority transportation improvements in the area.

The project study area extends about three blocks out from East Santa Clara Street/Alum Rock Avenue between N 4th Street and N Capitol Avenue, and includes a one-mile radius around the planned 28th Street/Little Portugal BART Station.



Việt ngữ

Español

English

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1. Where do you most often start and end trips when you walk, bike, or take transit?

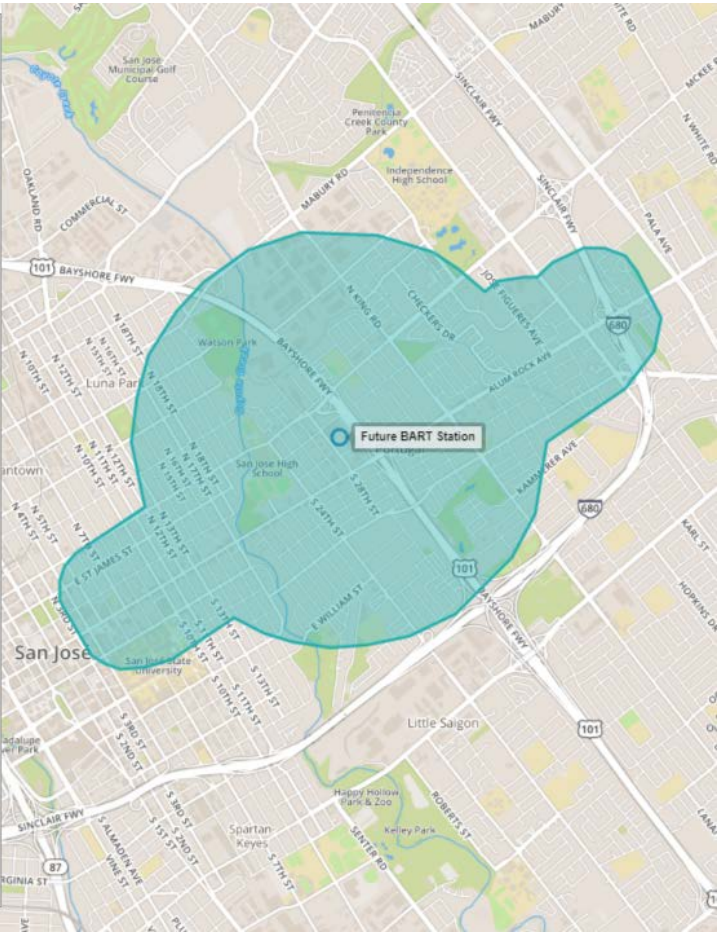
Walk trip start/end point
Please place a green pin where you most frequently start or end your walking trips in the area.

Bike trip start/end point
Please place a blue pin where you most frequently start or end your biking trips in the area.

Transit trip start/end point
Please place a yellow pin where you most frequently start or end your transit trips in the area.

What do you like about walking, biking or taking transit in the study area?

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2. What makes it difficult to walk, bike, or take transit in the study area?

Please pick your top three (3) challenges.

- Lack of safe and secure bike parking
- Long or uncomfortable crossings at intersections
- Missing sidewalk
- Uncomfortable to bike
- Unsure of walking, biking, or transit options
- Unreliable or infrequent transit
- Missing crosswalks
- High vehicle speed on streets, cars move too fast
- Other
- Transit is too slow
- Bus stop is too far away

If other, please specify.



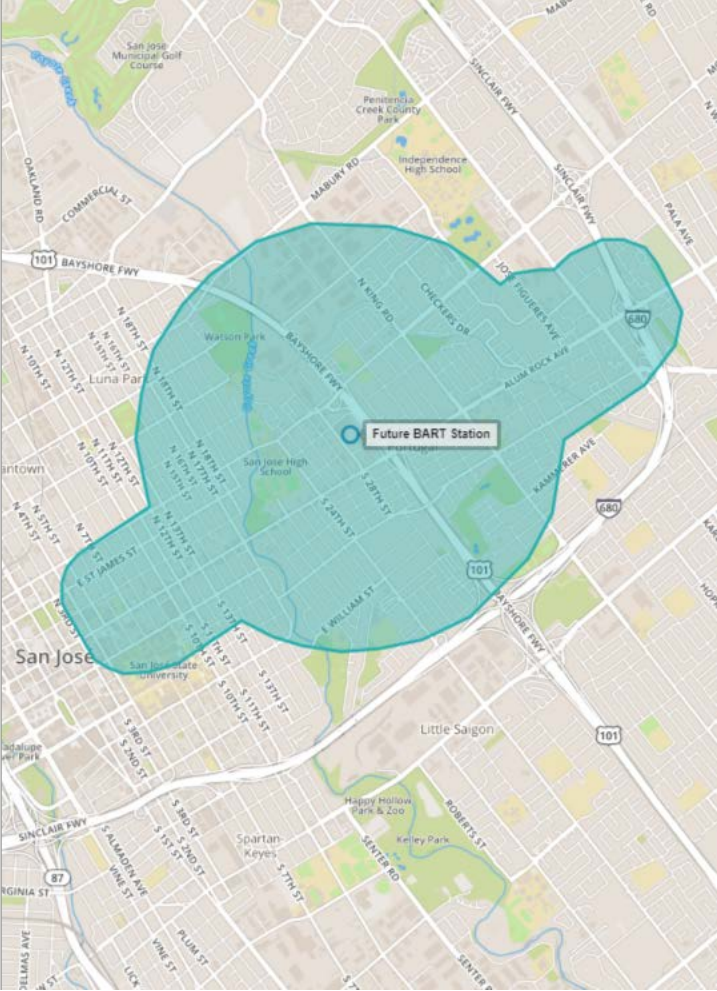
3. What are the locations in the area that are in greatest need of improvement for walking, biking, or accessing transit?

Issues for walking
Place the pink marker in areas where you find it difficult to walk. If you have photos, please upload them once you drop your pin.

Issues for biking
Place the red marker in areas where you find it difficult to bike. If you have photos, please upload them once you drop your pin.

Issues for accessing transit
Place the orange marker in areas where you find it difficult to take transit. If you have photos, please upload them once you drop your pin.

Add additional comments here:



4. Other plans in East San José have discussed transportation. Here’s what we’ve heard from previous plans – please indicate if you agree with the following statements:

Statement	Support	Neutral	Don't support	Do not have enough information to answer
Walking can be further encouraged by widening sidewalks and improving crossings with medians, safety refuges, and curb bulb-outs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construct the Five Wounds Trail to connect to other off-street recreational trails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage people to walk, bike, and take transit instead of drive alone for more of their trips.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address gaps in the pedestrian and bicycle networks, such as the lack of comfortable, all-ages facilities to cross Coyote Creek and US-101.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Are there other important visions for East San José transportation that we need to include?

⤴ **6. Rank the top five (5) transportation improvements you would like to see, with 1 being the highest priority:**

Improvement	
More frequent bus service	<input type="text"/>
Better lighting, signage, and landscaping along pedestrian routes	<input type="text"/>
Better signal timing for cars driving through the neighborhood	<input type="text"/>
New bus routes	<input type="text"/>
Bicycle facilities that have better separation from motor vehicles	<input type="text"/>
Faster bus service	<input type="text"/>
New bicycle facilities that fill existing network gaps	<input type="text"/>
Wider Sidewalks	<input type="text"/>
More/new crosswalks	<input type="text"/>
Better signal timing for the walk signal at crosswalks	<input type="text"/>
Shorter crossings at intersections	<input type="text"/>
Better bus stops, with shelters, lighting, real-time information, benches, etc.	<input type="text"/>

⤴ **Respondent Information (optional)**

7. Enter your home zip code

8. Gender

- Female
- Male
- Non-binary

9. I identify my ethnicity as (select all that apply):

- Asian
- Black or African American
- Caucasian
- Hispanic/Latinx
- Middle Eastern or North African
- Native American or Alaska Native
- Pacific Islander
- Other race, ethnicity, or origin
- Prefer not to answer

If you selected other and would like to specify your race, ethnicity, or origin, please do so here.

10. Age:

- Under 13
- 13-18
- 19-24
- 25-55
- Over 55

Photos of Interactive Outreach Materials

