

Community-Based Social Marketing

Cycle 1: Downtown Resident
Drive-Alone Trip Reduction Pilot
City of San José



3630 Ocean Ranch Blvd.
Oceanside, CA 92056



200 Webster Street, Suite 200
Oakland, CA 94607

Submitted: July 2018



Table of Contents

Table of Figures.....	i
Executive Summary.....	1
Introduction and Background	1
Outreach Channels and Elements.....	1
Outcome	1
Evaluation of Cycle 1 Outreach Methods	3
Program Elements.....	3
Evaluation Method.....	3
Results.....	5
Outreach Groups.....	5
Change in Travel Behavior	5
Program Elements.....	6
Change in Transportation Behavior by Mode and Outreach Group.....	7
Any Change in Transportation Behavior	8
Any Change in Transportation Behavior by Received Kit.....	8
Any Change in Transportation Behavior by Attended Event	8
Outcomes and Lessons Learned	9
Select Survey Comments	9
Recommendations	10
Appendix A.....	11
Smart Moves Kit Contents	11
Appendix B.....	12
Evaluation Surveys	12
Door-to-Door, Lobby Table, and Mail Groups Version.....	12
Control Group Version	13
Appendix C.....	14
Survey Comments Table	14

Table of Figures

Figure 1. Surveys Received by Outreach Group.....	5
Figure 2. Self-reported Changes in Transportation Mode	5
Figure 3. Percentage of Households Reporting Receipt of Kits	6
Figure 4. Mean Rating of Helpfulness of the Kit in Changing Transportation Habits	6
Figure 5. Percentage of Respondents Who Reported Attending a Transportation Event	6
Figure 6. Mean Rating of Helpfulness of Event in Changing Transportation Habits.....	7
Figure 7. Percentage of Self-Reported Changes in Mode Behavior by Outreach Group.....	7
Figure 8. Any Change in Transportation Behavior by Outreach Group	8
Figure 9. Any Change in Transportation Behavior by Receipt of Kit.....	8

Executive Summary

Introduction and Background

Smart Moves San José is a multi-phase pilot program aimed at reducing drive-alone trips in the core- and greater-downtown area. Cycle 1 of the program targeted residents who live in single- and multi-family households in the downtown core area of the city. Cycle 2 will target employees in the downtown core and Cycle 3, residents in the greater-downtown area.

Community-based social marketing (CBSM), a step-by-step data-driven approach, was used to encourage residents to reduce their drive-alone trips. CBSM is based on research in the social sciences that demonstrates that behavior change is often most effectively achieved through initiatives, delivered at the community level, that focus on removing barriers to an activity while simultaneously enhancing the activity's benefits. Therefore, barrier – benefit research was conducted with residents, followed by strategy development, piloting, and evaluation.

Outreach Channels and Elements

The Cycle 1 pilot program compared the use of direct-mail and in-person communication to identify the most effective ways to motivate behavior change with residents of single family homes and multi-family buildings. To ensure that changes in behavior could be attributed to the program outreach, the evaluation included a control group (a random selection of single- and multi-family households that did not receive any program information).

The evaluation assessed (1) increases or decreases in the past few months for taking public transit, walking, or biking; (2) recall for receiving program materials, (3) the level of helpfulness of the program materials in changing their transportation habits, (4) attendance at a public transit, walking, or biking event, and (5) helpfulness of the event in changing their transportation habits.

Outcome

All three transportation modes, biking, taking public transit, and walking showed increases in participation over the evaluation period (April through June 2017). Walking had the largest increase in participation; however, increases were also observed in the control group.

Therefore, the increases cannot be attributed to the program. It is likely that the increases were seasonal, occurring during summer when the weather was warmer and there were more hours of daylight.

Mode Change

- Of the three transportation modes, *walking* showed the most change, with 39.1% of respondents stating the number of times they walked instead of driving increased.
- Although all modes across all outreach groups showed positive change, there were *no statistically significant differences* between the outreach and control groups for increases in self-reported walking, taking public transit, or biking.
- Combining responses for self-reported increases in any mode (biking, public transit, or walking), shows that over half of respondents in the control and mail groups, and nearly half in the lobby table and door-to-door groups, reported increasing their biking, public transit, or walking trips in the past few months.

Receiving Kits

- Close to half of respondents (44.2%) within households that received kits, stated they had received *Smart Moves San José* kits.
- Despite respondent comments indicating that kit(s) provided information that was useful, respondents rated the *helpfulness in changing their behavior*, a low mean rating of 2.61 (out of 10).
- For respondents who reported receiving a kit, over half in all outreach groups reported increasing their biking, public transit, or walking trips in the past few months.
- Mode increases cannot be attributed to receiving a kit.

Attending an Event

- One-fourth of respondents (25.3%) stated they had attended an event.
- Event attendees stated that the event(s) was *moderately helpful in changing their behavior*, giving it a mean helpfulness rating of 4.96 (out of 10).

Evaluation of Cycle 1 Outreach Methods

Program Elements

The Cycle 1 pilot program compared the use of direct-mail and in-person communication to identify the most effective ways to motivate behavior change with residents of single family homes and multi-family buildings. To ensure that changes in behavior could be attributed to the program outreach, the evaluation included a control group (residents did not receive program information).

Overall, 815 contacts were made across the three outreach activities. Five-hundred and seventy households were sent program materials by direct mail, 202 were contacted in-person at their doorstep, and 43 people across three downtown high-rise buildings received program materials at lobby tables. Through the mailings, door-to-door, and lobby table outreach activities, 146 *Smart Moves San José* kits were distributed to residents.

The direct-mail pilot group received (1) a pre-notification postcard in the mail announcing the program and the impending program materials, (2) followed by an envelope that included a Smart Moves flyer (addressing barriers and promoting the benefits of biking, public transit, and walking) and a return postcard (request for a Smart Moves kit). The Smart Moves kits were unique to each mode and created to reduce barriers to adopting biking, public transit, and walking behaviors. A complete list of kit items can be found in Appendix A.

There were two in-person communication groups: (1) A door-to-door pilot group targeting residents in single-family homes; and (2) lobby-table pilot group targeting residents in downtown high-rise buildings. Both groups received a pre-notification postcard in the mail announcing the program and the dates of the door-to-door and lobby table outreach. The in-person interactions included the Smart Moves flyer, the Smart Moves kit, and a commitment card.

Evaluation Method

An evaluation survey was mailed to 1,000 addresses in the downtown core of San José. To make it easy for residents to complete and return, the evaluation survey was designed as a postcard – a single letter-sized cardstock sheet folded in half, sealed, and mailed that the resident would then open, complete, tear in half, and drop back in the mail. A City of San José return address was used to add credibility to the survey. To increase participation, there were four points of contact: (1) pre-notification postcard, (2) evaluation survey, (3) reminder postcard, and (4) second evaluation survey. Residents who completed the first survey were removed from the mailing list to prevent double mailings.

A total of 1,000 residents were sent the evaluation survey, from which 239 completed surveys were completed and mailed back. Fifty-nine of those addresses turned out to be vacant, which reduced the sample to 941, resulting in a response rate of 25.4% (239/941).

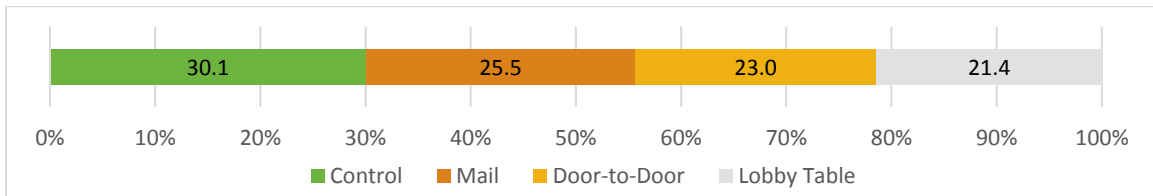
The survey questions for the three treatment groups assessed (1) increases or decreases in in the past few months for taking public transit, walking, or biking; (2) recall for receiving program materials, (3) the level of helpfulness of the program materials in changing their transportation habits, (4) attendance at a public transit, walking, or biking event, and (5) helpfulness of the event in changing their transportation habits. For comparison, the control group evaluation survey assessed increases or decreases in in the past few months for taking public transit, walking, or biking. The treatment and comparison group surveys included a small box at the bottom of the survey that allowed respondents to write comments about transportation in San José. The survey forms can be found in Appendix B.

Results

Outreach Groups

A total of 239 completed surveys were received. All groups were well-represented with the highest number of surveys received from the control group and the fewest received from the lobby-table group.

Figure 1. Surveys Received by Outreach Group.



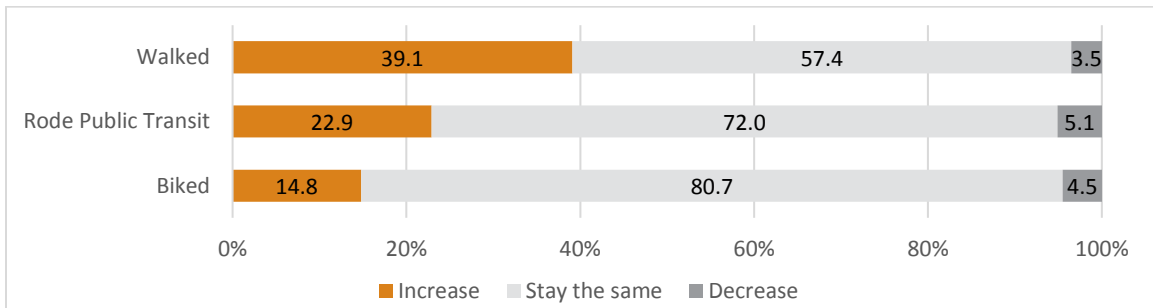
Note: Control N=71, Mail N=62, Door-to-Door N=55, Lobby Table N=51

Change in Travel Behavior

Question (all respondents, including control group): During the past few months, did the number of times you 1) Rode public transit instead of driving, 2) Walked instead of driving, 3) Biked instead of driving increase, decrease, or stay the same?

Of the three transportation modes, walking showed the most change, with 39.1% of respondents stating the number of times they walked instead of driving increased.

Figure 2. Self-reported Changes in Transportation Mode



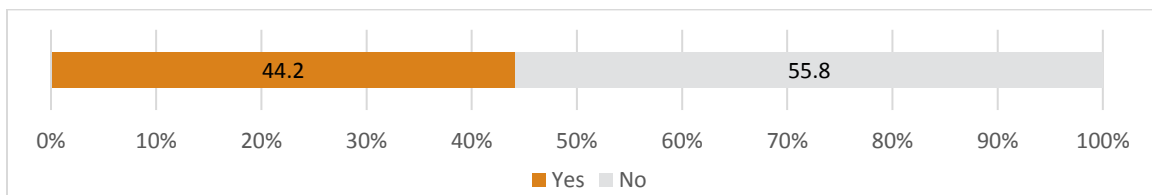
Note: Walked N=230, Rode public transit N=239, Biked N=223.

Program Elements

Question (no control group): *Did you receive any Smart Moves San José kits containing information about public transit, walking, or biking?*

Close to half of respondents (44.2%) within households that received kits, stated they had received Smart Moves San José kits.

Figure 3. Percentage of Households Reporting Receipt of Kits

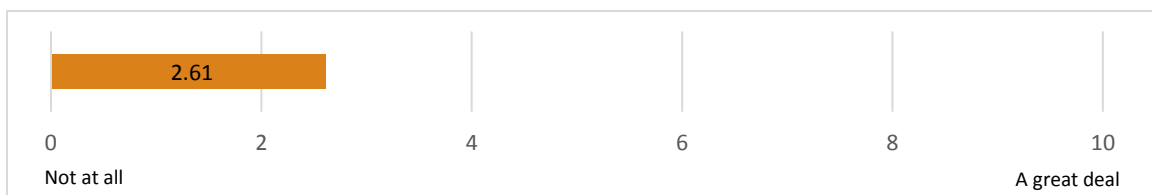


Note: N=165.

Question (no control group): *If the respondent stated he/she received a kit, Using a scale from 0 (not at all) to 10 (a great deal), how much did the kit(s) help change your transportation habits?*

Despite respondent comments indicating that kit(s) provided information that was useful, respondents rated the helpfulness in changing their behavior, a low mean rating (2.61).

Figure 4. Mean Rating of Helpfulness of the Kit in Changing Transportation Habits

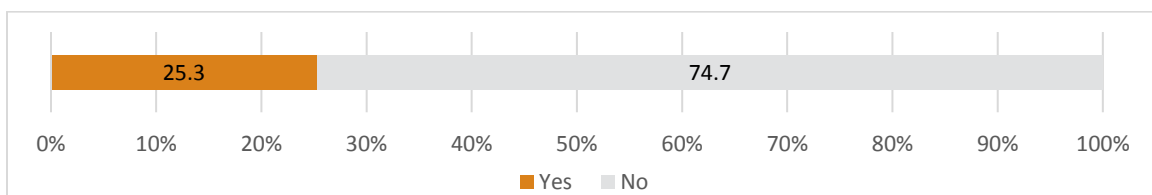


Note: N=69.

Question (no control group): *Did you attend any events in San José related to public transit, walking, or biking?*

One-fourth of respondents (25.3%) stated they had attended an event.

Figure 5. Percentage of Respondents Who Reported Attending a Transportation Event

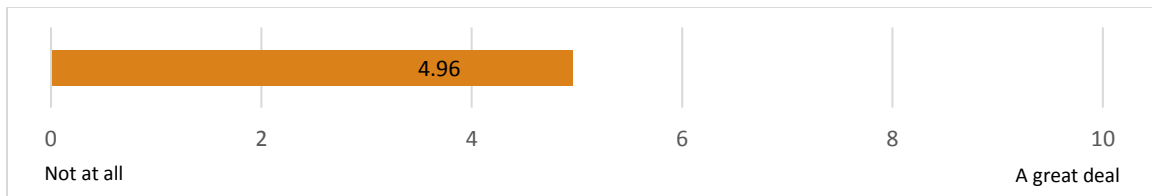


Note: N=165.

Question (no control group): If the respondent stated he/she attended an event, *Using a scale from 0 (not at all) to 10 (a great deal), how much did the event(s) help change your transportation habits?*

Event attendees stated that the event(s) was moderately helpful in changing their behavior, giving it a mean helpfulness rating of 4.96.

Figure 6. Mean Rating of Helpfulness of Event in Changing Transportation Habits

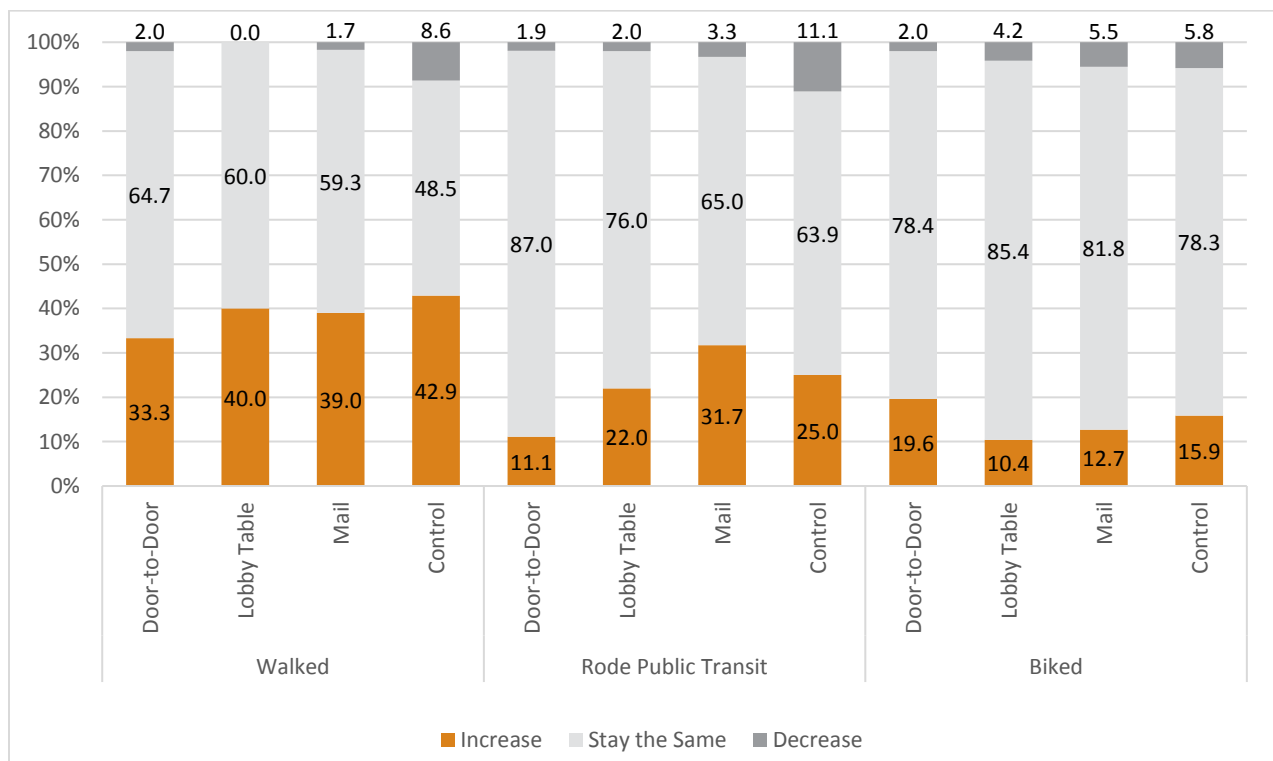


Note: N=69.

Change in Transportation Behavior by Mode and Outreach Group

Although all modes across all outreach groups showed positive change, there were no statistically significant differences between the outreach and control groups for increases in self-reported walking, taking public transit, or biking.

Figure 7. Percentage of Self-Reported Changes in Mode Behavior by Outreach Group

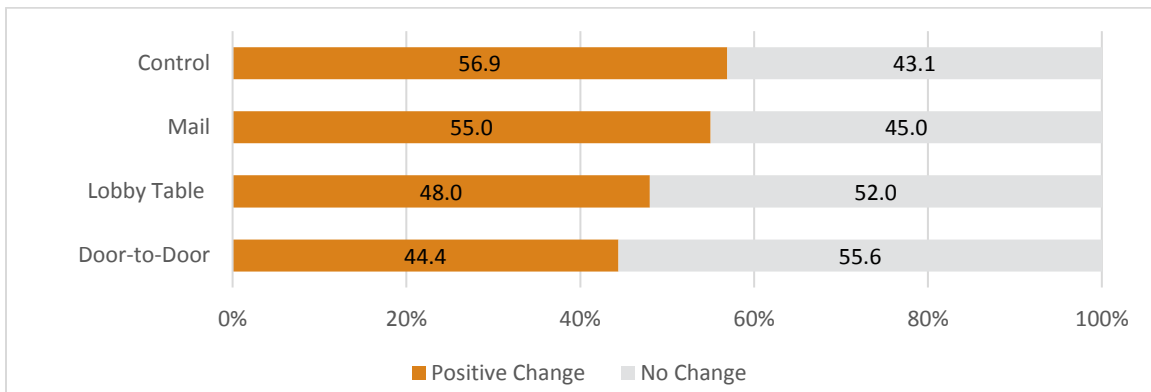


Note: Door-to-Door N=55, Lobby Table N=51, Mail N=61, Control N=72.

Any Change in Transportation Behavior

Combining responses for self-reported increases in any mode (biking, public transit, or walking), shows that over half of respondents in the control and mail groups, and nearly half in the lobby table and door-to-door groups, reported increasing their biking, public transit, or walking trips in the past few months.

Figure 8. Any Change in Transportation Behavior by Outreach Group

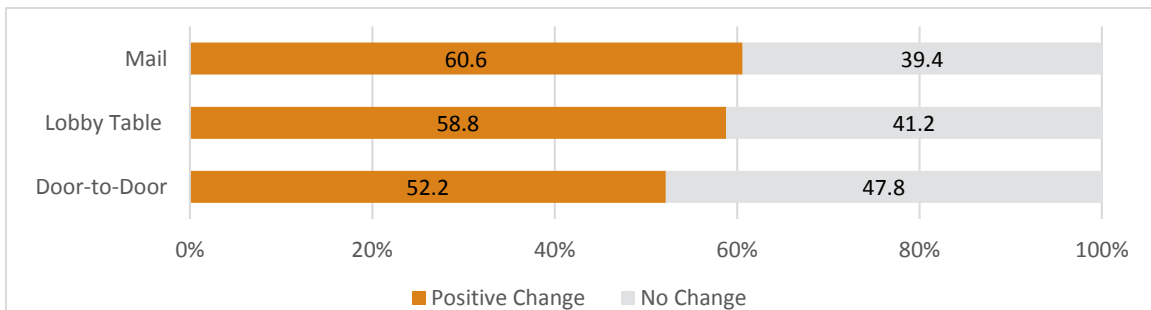


Note: Door-to-Door N=55, Lobby Table N=51, Mail N=61, Control N=72.

Any Change in Transportation Behavior by Received Kit

For respondents who reported receiving a kit, over half in all outreach groups reported increasing their biking, public transit, or walking trips in the past few months.

Figure 9. Any Change in Transportation Behavior by Receipt of Kit



Door-to-Door N=23, Lobby Table N=10, Mail N=33.

Any Change in Transportation Behavior by Attended Event

For respondents who attended an event, many reported increasing their biking, public transit, or walking trips in the past few months; however, due to the small sample size (N=25), these results are not displayed.

Outcomes and Lessons Learned

- There were self-reported increases in biking, public transit, and walking across all outreach groups, including the control group; therefore, increases were not attributed to the program and were likely seasonal. In other words, since there were increases across all outreach groups, it might be that because outreach took place in early summer, warm weather and longer days played a central role in mode changes.
- The door-to-door outreach (conducted in the single-family homes neighborhood) was expected to have increases due to one-on-one contact; however, it may be that barriers to biking, public transit, and walking in that single-family neighborhood were not addressed within the scope of this project.
- Interactions with residents in the single- and multi-family households were positive, and information was well received. There is a desire among residents to reduce drive-alone trips.

Select Survey Comments

Most survey respondents wrote comments about their experience with transportation in the city. Overall, comments were positive and constructive, and echo concerns found in the foundational research efforts. A table of all comments can be seen in Appendix C.

More green bike lanes, help homeless folks to stop camping on sidewalks.

Nice bike lanes. Work with PD to get bikes off sidewalks.

Public transportation is pretty good in and around downtown SJ.

My major concern is safety in/around train and bus stations.

The bridge on San Fernando is very dark and would benefit walkers with some more lighting.

Would use VTA more if it were faster.

Some bike trails are overrun by homeless.

I do walk a lot and take VTA to games at Levi's. Otherwise I drive because as a female I don't feel safe on public transportation.

Recommendations

Mode change is a challenging behavior and success is likely dependent upon multiple variables from proximity to public transit services, making improvements in infrastructure and services, to community norms. Improvements in infrastructure and services are beyond the scope of this project; however, based on the evaluation outcomes and lessons learned we make the following recommendations for future pilot cycles and full program implementation.

Since services and infrastructure are significant barriers to mode change, select target audiences that are close to existing public transit services, planned infrastructure improvements, and service expansions.

Safety concerns were a significant barrier. Notably, interacting or responding to homeless people was a top concern. While confronting homeless population issues is a long-term, complex problem, there are other things that make people feel unsafe, such as litter, lack of lighting, and broken and dirty sidewalks. Perhaps less costly infrastructure, such as adding a light or patching a sidewalk could be requested and completed by the city. Litter and dirty sidewalk issues could be addressed by working with non-profit groups, such as the local Keep America Beautiful affiliate or the downtown association's Groundwerx program.

Appendix A

Smart Moves Kit Contents

Bike	Public Transit	Walk
Commitment Card	Commitment Card	Commitment Card
Program Window Cling	Program Window Cling	Program Window Cling
Reflective Sticker	Events List	Reflective Sticker
Events List	Downtown Map	Events List
Downtown Map	Transit Tips	Downtown Map
Bike Tips	Transit Flyer	Walk Tips
Bike Flyer	Clipper Card	Walk Flyer
VTA Bikeways Map	Essential Services Brochures	Essential Services Brochures
Essential Services Brochures	Homeless Services Brochures	Homeless Services Brochures
Homeless Services Brochures		Groundwerx Flyers

Appendix B

Evaluation Surveys

Door-to-Door, Lobby Table, and Mail Groups Version

<p>During the past few months, did the number of times you did each of the following increase, decrease, or stay the same?</p>	<p>Increase</p>	<p>Decrease</p>	<p>Stay the same</p>
<p>1. Rode public transit instead of driving.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>2. Walked instead of driving.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>3. Biked instead of driving.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>4. Did you receive any <i>Smart Moves San José kits</i> containing information about public transit, walking, or biking? <input type="checkbox"/> Yes <input type="checkbox"/> No (go to Q8)</p>			
<p>5. Using the scale to the right, how much did the kit(s) help change your transportation habits?</p>	<p style="text-align: center;">Not at all Extremely</p> <hr style="width: 100%;"/> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p>		
<p>6. During the past few months, did you attend any events in San José related to public transit, walking, or biking? <input type="checkbox"/> Yes <input type="checkbox"/> No (go to Q8)</p>			
<p>7. Using the scale to the right, how much did the event(s) help change your transportation habits?</p>	<p style="text-align: center;">Not at all Extremely</p> <hr style="width: 100%;"/> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p>		
<p>8. Please let us know if you have any comments about transportation in San José:</p>			

Form #A[ID]

Control Group Version

During the past few months , did the number of times you did each of the following increase, decrease, or stay the same?	Increase	Decrease	Stay the same
1. Rode public transit instead of driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Walked instead of driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Biked instead of driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Please let us know if you have any comments about transportation in San José:			

Form #A[ID]

Appendix C

Survey Comments Table

Respondent Comments - Bike
Great job with increasing the number of bike lanes.
I bike commute most days. New bike lanes near Shark Tank are great!
I love Viva Calle! Please do events like this regularly throughout the year!
I mostly bike to work and walk when going around town since I live downtown.
I'm very satisfied with all the options we have for getting around town. Me, personally - I value bike riding as #1 activity daily. So much enjoyment - more than my younger days!
Love the bike lanes and the bikes to rent.
Love the bikes downtown.
More green bike lanes, help homeless folks to stop camping on sidewalks.
More public biking events bring the community together!
Nice bike lanes. Work w/PD to get bikes off sidewalks.
Public transit is very good. Relocated here this summer and I am impressed. Bike lanes need improvement and expansion. See Washington DC, for example.
The bike lanes and park trails (Guadalupe, San Tomas, Coyote Creek) have made bike transit so much easier! I drive less now as a result.
The modification of the one-way road on W St John under the 87 freeway to a two-way road has made biking to the train for work a lot easier (5-6 minutes saved on my commute!)
Bike theft is a real issue for me to using my bike for regular shopping and miscellaneous activities.
Biking, awful. Now becoming just expensive. Streets, poor!
I don't feel very safe walking and biking by myself downtown; if I did I would commute more that way. Also, I worry about air quality when biking. Many trails/routes share roads or are near highways (close to diesel/gas exhausts.)
I was going to ride my bike more starting last month, but as soon as I did, my bike got stolen in downtown SJ.
If you build more bike lanes, then enforce bikes not riding on the sidewalk!
Monitor bikes in San Jose downtown regarding safety and following rules of the road.

Much of the low-hanging fruit - cyclists like me - have already changed habits. Unless the system meaningfully shifts away from making cars the easiest choice, buses and biking are going to continue to be of marginal value.

Not confident about bike paths because of cars either parked too close or cutting across bike lanes. Plan to increase transit usage - hope routes increase.

Please add Ford GoBike Kiosk at corner of Race St & San Carlos St Grocery shopping, banking, pharmacy, etc available there.

Please get rid of the bike lanes. They have increased traffic. Very few people have used them - people use sidewalks for biking!

The streets are being ruined with all the bike lanes. San Jose is not getting better with these.

Respondent Comments – Walking

I am a retired, part-time dweller of downtown San Jose. I am able to walk many places I need to go. I take light rail to SJC and Caltrain to BART to SFO. I look forward to the future downtown BART extensions.

I generally walk to venues around downtown or drive beyond 2 miles. I never take public transportation.

Just moved in to San Jose in May. Using Caltrain plus walk for commute already.

Often walk, sometimes use light rail.

Walked to one event but was gone most all of summer.

I do walk a lot and take VTA to games at Levi's. Otherwise I drive because as a female I don't feel safe on public transportation.

I live very close to work, but I no longer walk to work or bus stops because of harassment from homeless.

Need crosswalk at Market & Devine.

Sometimes at crosswalks, the pedestrian crossing signal button is too far away from the ramp to the street crossing. It is not convenient for people in wheel chairs. More roads could be biking and walking friendly. Thanks for launching this survey and asking for comments. We are seeing that San Jose is better and better. We are happy living here. Many thanks!

The bridge on San Fernando is very dark and would benefit walkers with some more lighting.

The walkway from downtown to Coleman Shopping Center needs resurfacing and maintenance.

Traffic planning is chaotic. I am a senior. Sidewalks are unsafe - bicycles, tables, chairs, planters, etc on sidewalks. No code enforcement. Vehicles parked in bus lanes, red zones, and in traffic lanes. Traffic diet makes no sense. Goal should be to move traffic in and out as quickly and safely as possible. Slowing traffic increases air pollution. Goal should not be to reduce traffic flow. Are speed limits too high? Public transport is barely adequate. VTA needs to provide more frequent service, better coverage, with fewer schedule changes. Gridlock is occurring and will only get worse.

The real solution may be making the streets of SJ safer and cleaner. My two biggest obstacles while walking are urine (homeless) and demented homeless people that threaten my safety.

Respondent Comments – Public Transit

I happen to live and work downtown so my daily commute is pretty easy. I do occasionally take public transportation to sporting events or other activities. I would like to see mass transit expanded to other areas.

I love DASH!

I ride the Caltrain every day to work. I'm a big fan of public transportation.

I value VTA light rail greatly. The bike laws are a waste - they use sidewalks. Make 4th Street 2-way.

I'd much rather use transit than drive.

It might be nice to see DASH continued for the future.

It's great. Buses have their schedules posted which helps. There are free buses downtown that help me a lot as a senior.

Keep DASH 201 running.

Looking forward to BART!

Love light rail.

Love taking light rail, efficient, convenient and cheap.

Love that there is a free DASH to Diridon.

Love the free shuttles.

My use of public transport has increased since I moved downtown. However, the areas accessible still needs to improve.

New DASH has better seats, cleaner, and bus drivers are great. Most say good morning - makes a large city feel like a small community.

Our habits have not changed much, but because we were already avid users of VTA, biking, and walking. We support the Smart Moves program and increased investments in public transport and connectivity. Thank you for your work!

The trans in SJ is the best.

Trains are great. We need more trains. Walking downtown is more dangerous. There have been assaults by vagrants.

Very good. Too bad the light rail moves so slowly through downtown, but I do understand it's because rails are at ground level.

We love the VTA light rail to get to work.

We were already making good use of public transportation, therefore no change.

#1 above (public transit) is the only one that applies to my situation. I do not have a license and I am VTA dependent. I have many comments about VTA - if you would like to hear them, I am GJG and can be reached at (408) 849-2284.

All public transit, including light rail, should run at 15-minute or less intervals to be convenient. Half-hour waits are too long.

Better public transport to Cupertino. Dedicated lanes/rails so buses/trains don't get stuck in traffic.
Bus stops at Bird and San Carlos - will it be improved?
Bus times are not very reliable or real-time departure/arrival times are not accessible.
Buses need to run more frequently and on time.
Caltrain should have an extra northbound train or two late at night.
Commonly, google map projections for public transit to get somewhere takes more than 2x time to reach destination. Car just makes more sense.
Fix the streets, bring BART to Diridon soon!
I don't like riding the bus and never have. Light rail doesn't go to airport or Santana Row, which would make me want to use it. I am strongly in favor of BART and high-speed rail. I don't like overnight parking restrictions in the San Pedro area.
I hope the transportation service improves in San Jose.
I may have received Smart Moves but had zero interest. Google Maps shows me when public transit is a reasonable sacrifice - it very rarely is.
I wouldn't mind taking public transit if the buses and light rails came more often. It is often crowded during rush hour and if you miss a bus the next one comes 15-20 minutes later.
I would take light rail but it stops running too early at night for me to get home.
I'm worried about parking near Caltrain going away with the BART project.
More checks are needed to prevent free riders.
More public transit options will help more people to mobilize faster and cost effectively and environmentally.
Need better transit to SJC.
Needs to be easily accessible, especially for commuters from San Jose to the Peninsula.
Needs to improve efficiency and frequency. We need more routes.
Occasionally riding the light rail feels unsafe. Sometimes the trains smell and because of limited space, one often has to stay in the same car.
Please add transport to SJC, more transit options to Sunnyvale/Mtn View/Cupertino, VTA needs to not be so slow and inefficient.
Please bring BART to downtown ASAP.
Please clean the light rail stops. Encourage business owners to sweep up leaves and hose down sidewalks. Direct shuttles from San Jose hotels to airport, including downtown hotels.

Please fix Central Expr. To 87 S on-ramp.

Please make a public transit system that is best and easier than driving. That is universal with all counties in the Bay Area. One-two tickets for all transport. More BART and diverse routes.

Please start another route from San Carlos Street directly to the "VMC", and we need tighter security, i.e. Guardian Angels, on buses. Thank you!

Public transit is slow and inefficient - therefore I had to buy a car.

Public transportation is pretty good in and around downtown SJ. My major concern is safety in/around train and bus stations.

Public transportation needs major improvement in comparison to other big cities throughout the USA.

Publish ridership so the public will know the usage. My impression is there are not enough riders. Most times the buses and trains are running empty.

Running transit later would help me get to work more easily. I start work at 2, 3, or 4 am.

Save the DASH bus, make Google pay for local clean energy transportation options, update the bathrooms at Diridon Station.

The airport is serviced by only one bus route. Seems inconvenient.

The city would benefit tremendously from a BART connection.

The last time I took bus transportation was in 1999 and that was only for a few months. I honestly disliked using the service.

The only transportation issue is VTA which is slow - from my home to my job, 1.5 hours vs 30 minutes driving even in heavy traffic.

The traffic congestion is horrible in San Jose and the bay area in general. We need BART ASAP! And we need BART all over the bay area. Roads are in need of repair and expansion. It makes driving a risk and hazard every day.

The VTA at Diridon has no info screen about next trains.

There are too many unnecessary stops downtown on the light rail. The stops are 2-3 blocks away from each other - that's too close.

There really needs to be some form of public transportation directly to the airport from downtown.

Transportation is very limited. The BART station extension should be top priority. VTA system is helpful/useful, but in limited situations - it needs to be expanded or made more convenient.

Transportation needs much improvement! Frequency should increase between all modes of transportation. I don't expect it to be MTA (NYC) but it could improve. Thanks.

Unfortunately, it is too inconvenient for me to take public transit to work, but we appreciate the effort you have put into this!

VTA seems unsafe. Too many mentally ill people on the train.

We need more light rail, and more housing close to major transit corridors.

We need the buses and Caltrain to be more coordinated. We need better ways to get around the peninsula - not just up and down. San Jose needs to be more walkable.

We'd like faster light rail.

While the information is helpful, it doesn't address the fundamental issue. Caltrain frequency is too low, especially on weekends. VTA light rail is way too slow and has too many stops. Would love to always take Caltrain to SF on weekends, and VTA light rail to downtown Campbell and Mtn View, but driving is much, much faster.

Would be nice to know public transportation options in San Jose.

Would use VTA more if it were faster. Some bike trails are overrun by homeless.

You need to give free VTA passes to educators.

I need to use the 23 for work. Please don't stop it.

I would like a light rail stop at Auzerais & Sand.

Respondent Comments – General Positive

Allow skateboarders to use the sidewalk or street.

Getting better every day!

I feel there is room for improvement, however, we are heading in the right direction.

Improving.

Thank you for your service, you guys are awesome.

Thank you!

Transportation in San Jose is much better than years past, but there is always room for improvement. Further reach and more public exposure.

Very good.

Visitors love it!

We do everything we can to avoid driving.

We need more of it!

We were already trying to not drive.

Respondent Comments – General Mixed

Each day is worse, especially in this area.

It's a mess around here.

It's nice and clean, but it is hampered by the fact that the surrounding cities are very hard to navigate w/o a car.

Worst in the country at traffic lights. Un-timed, no sensors, no logic. Do we have a city planning department? If so, why are they paid?

I have been working from home more often.

I use my own auto to go further than two blocks.

I usually do not use public transportation. My husband drives me every morning M-F to Mtn View and picks me up in the afternoon.

Please preserve parking and enforce parking laws. Park Ave is very congested.

Relocate homeless out of downtown.

Stoplights could be timed better to improve traffic flow. NYC did it, SJ can too.

The construction that has been going on until 2am has been horrific. I have complained and no one cares. The rumble and loud machines and beeps and rude workers make trying to sleep to get to our jobs is very much like torture.

Too many events in the park, which affect the transportation.