



Public Survey Results Memo

October 26, 2020



AECOM

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1. OVERVIEW

As part of the Rail Network Integration Study for the Monterey Bay Area/Central Coast, the Transportation Agency for Monterey County (TAMC) released a public survey on June 2, 2020. The survey was composed of 26 questions, released in both English and Spanish, and included questions gauging support for passenger rail service and preferences regarding origin and destination and mode of access. The survey was circulated to residents of Monterey, San Benito, Santa Clara, Santa Cruz, and San Luis Obispo Counties, and remained open until September 15, 2020. The survey received 800 responses in this time. This Public Survey Results Memo summarizes the findings of the public survey and lists the data in tabular and graphical form.

Section 1 provides a high-level summary of the survey questions and the most common responses to each question. Section 2 goes into greater detail regarding each question and the associated response with data tables, graphs, and insights. **Appendix A** lists the regional demographics data from the US Census 2019 American Communities Survey (ACS) for the entire five county study area.

1.1 Insights and Key Findings

The results of the survey provide key insights into how respondents would like to see future rail services operate in the region. Most respondents live in the Monterey, Salinas, and Santa Cruz areas, and would most like to travel to Santa Clara County, the Santa Cruz area, and areas further south (including San Luis Obispo and Santa Barbara). Rail service would be most appealing to commuters if trips were only 15 to 30 minutes longer than compared to driving, while most recreational users would be willing to accept 30 to 60 minutes of additional travel time. The top reasons respondents do not utilize the existing rail network are lack of coverage, lack of frequency, and difficulty accessing stations. Sentiment is overwhelmingly positive, with 87% of respondents indicating that access to passenger rail service would “very much” or “somewhat” directly affect their lives in a positive way. Similarly, 64% of respondents are interested in both living or working near a rail station. Passengers are most likely to access stations via car, walking, biking, or rideshare/taxi services.

Respondent demographics show that 52% of respondents were over the age of 56. This is older than the regional average, with census data showing just 27% of residents are over the age of 55. A majority of survey respondents, 56%, have incomes greater than \$75,000. This is on par with the region, as census data shows 55% of residents with incomes greater than \$75,000. With respect to race and ethnicity, 77% of survey respondents are White and 16% are Latinx, with regional data stating 44% of residents are White alone, 40% are Hispanic or Latinx alone, and 60% are not Hispanic or Latinx. Review of the survey results should consider these demographic factors. Given that respondents are older and more likely to be white, their priorities may differ from the population at large.

1.2 Summary of Survey Questions and Responses

The questions in the survey are listed below. All questions were optional and could be skipped.

Note that several questions ask the respondent to indicate how important they consider a certain factor, element or characteristic with 1 being very important and 5 not at all important. For purposes of this memo, this scale is reversed so the most popular answers have the highest scores.

1.2.1 Primary Questions

1. **Q:** *What trip types would you be interested in using passenger rail for? Check all that apply.*

A: The types of trips that survey respondents are most interested in using rail for are:

- + weekend trips,
- + leisure/ recreation/ worship,
- + attending shows, concerts and other entertainment, and
- + visiting family and friends.

2. **Q:** *According to the above map [referring to a map identifying regions of the Central Coast, see **Figure 2 – Regional Map**], in which numbered region do you live?*

A: Most respondents live in:

- + the Monterey Peninsula and Coastal Monterey County,
- + the Santa Cruz area, and
- + the Salinas area.

3. **Q:** *According to the above map [**Figure 2 – Regional Map**], which numbered regions would you be most interested in traveling to via passenger rail? Select all that apply.*

A: Most respondents are interested in traveling to:

- + Santa Clara County,
- + Santa Cruz area,
- + areas further south, including San Luis Obispo and Santa Barbara, and
- + the Monterey Peninsula/coastal Monterey County.

Table 1 shows the origin-destination pairs from the survey data. The column on the left shows the origins, and the top row shows the destinations. Darker shades of green denote stronger origin-destination pairings.

Table 1 – Origin / Destination Pairs

Origin	Destination								
	Santa Cruz area	Watsonville area	Santa Clara County (and SF Bay Area)	Moss Landing/ Castroville/ Prunedale	San Benito County	City of Salinas area	Salinas Valley	Monterey Peninsula & Coast	Areas south (e.g. SLO & Santa Barbara Counties)
Santa Cruz area	135	133	160	88	19	32	23	185	145
Watsonville area	38	13	29	16	2	9	2	34	25
Santa Clara County (and SF Bay Area)	22	3	21	4	3	3	0	26	16
Moss Landing / Castroville / Prunedale	16	10	22	3	7	10	8	16	12
San Benito County	2	1	2	1	0	1	0	3	2
City of Salinas area	58	15	90	19	14	12	15	54	68
Salinas Valley	135	133	160	88	19	32	23	185	145
Monterey Peninsula & Coast	210	42	238	74	23	59	29	74	182
Areas south (e.g. SLO & Santa Barbara Counties)	13	1	13	3	2	5	1	17	13

4. **Q:** Please rank how often you normally use the following modes of transportation (prior to sheltering in place due to COVID-19).

A: The most common current modes of transportation among respondents are:

- + driving a personal vehicle,
- + walking, and
- + biking.

5. **Q:** Please see Figure 3 above **[Figure 6 – Current California Rail Network]**. Which of the following factors prevent you from using existing passenger rail service more frequently or at all? Select all that apply.

A: Respondents cited the following as the biggest factors preventing them from using existing passenger rail service now:

- + existing rail services do not take me to my destinations, and
- + service is too infrequent.

6. **Q:** What excites you about the potential of having access to a train? Please rate how important each of these factors would be to you, with 5 being very important, and 1 being not at all important.

A: The things that excite respondents the most about having access to a train are:

- + reducing travel time or avoiding traffic congestion,
- + reducing greenhouse gases, and
- + reducing automobile dependence.

7. **Q:** If you had to choose, which of the following would be more important to you in passenger rail service?

A: Respondents prefer service coverage to frequency of service by a margin of 16%.

8. **Q:** This study will investigate implementing additional passenger rail service in the Monterey Bay Area and on the Central Coast. How often would you use such a service if it were available?

A: Most respondents reported they would use a rail service in the Monterey Bay area and Central Coast:

- + 1-3 times a week,
- + a few times each year, or
- + a few times each month.

9. **Q:** Rail service provides opportunities for passengers to do things they cannot usually do while driving, such as working, reading, or sleeping. With this in mind, for commuting and other work-related train trips, what is the maximum additional travel time by rail that would you be willing to accept for a one-way trip (when compared to driving)?

A: Comparing commuting by train to commuting by personal vehicle, most respondents said they are willing to accept from 15 to 30 minutes of additional travel time.

10. **Q:** *Rail service provides opportunities for passengers to do things they cannot usually do while driving, such as working, reading, or sleeping. With this in mind, for recreational and non-commuting train trips, what is the maximum additional travel time by rail that would you be willing to accept for a one-way trip (when compared to driving)?*

A: For recreational trips, comparing train travel to personal vehicle travel, respondents said they are willing to accept 30 to 60 minutes of additional travel time.

11. **Q:** *What on-board train amenities are most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.*

A: Regarding on-board train amenities, respondents said the following were most important:

- + restrooms,
- + Wi-Fi, and
- + power outlets / USB charging ports.

12. **Q:** *What amenities at train stations are most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.*

A: Regarding amenities at stations, respondents said the following were most important:

- + restrooms,
- + real-time information, and
- + ticket vending machines.

13. **Q:** *How would you access a potential passenger rail station? Select all that apply.*

A: The most common modes of accessing potential rail stations were listed as:

- + car,
- + walking,
- + bike, and
- + rideshare / taxi.

14. **Q:** *What characteristics of an integrated bus service would be most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.*

A: The most important characteristics of an integrated bus service were listed as:

- + Timed connections with passenger rail service,
- + Comfortable seats, and
- + Wi-Fi.

15. **Q:** *Do you believe that having a passenger rail service on the Central Coast would positively affect your life directly?*

A: 87% of respondents state that having rail service on the Central Coast would positively affect their lives.

16. **Q:** *How interested would you be in living or working near a proposed rail station?*

A: 65% of respondents are interested in living near a rail station and 67% are interested in working near one.

17. **Q:** *Please provide additional comments you may have related to passenger rail on the Central Coast, if any.*

A: For the free section for additional comments, these main themes were expressed:

- + Cleanliness is important.
- + Access to Bay Area job centers would be appreciated.
- + There is a desire to improve bus connections in the region.
- + Alternatives to driving are desired.
- + Bike trails should not be eliminated.

1.2.2 Personal Information Questions

Questions 18-21 asked for the following pieces of personal information:

- 18. Provide your email address to receive updates on the project
- 19. Name
- 20. Organization / affiliation
- 21. ZIP code

1.2.3 Demographics Questions

Questions 22-26 asked for the following pieces of demographic information:

- 22. Age
- 23. Household income
- 24. Race or ethnic background
- 25. Gender
- 26. Do you identify as transgender?

Detailed data and responses can be found in **Section 2.3, Demographics Questions**, with census data for the region listed in **Appendix A – Regional Demographics**.

2. QUESTION DATA

2.1 Primary Questions

2.1.1 Question 1

What trip types would you be interested in using passenger rail for? Check all that apply.

A: The types of trips that survey respondents are most interested in using rail:

- weekend trips,
- leisure/ recreation/ worship,
- attending shows, concerts and other entertainment, and
- visiting family and friends.

Figure 1 – Likely Trip Types

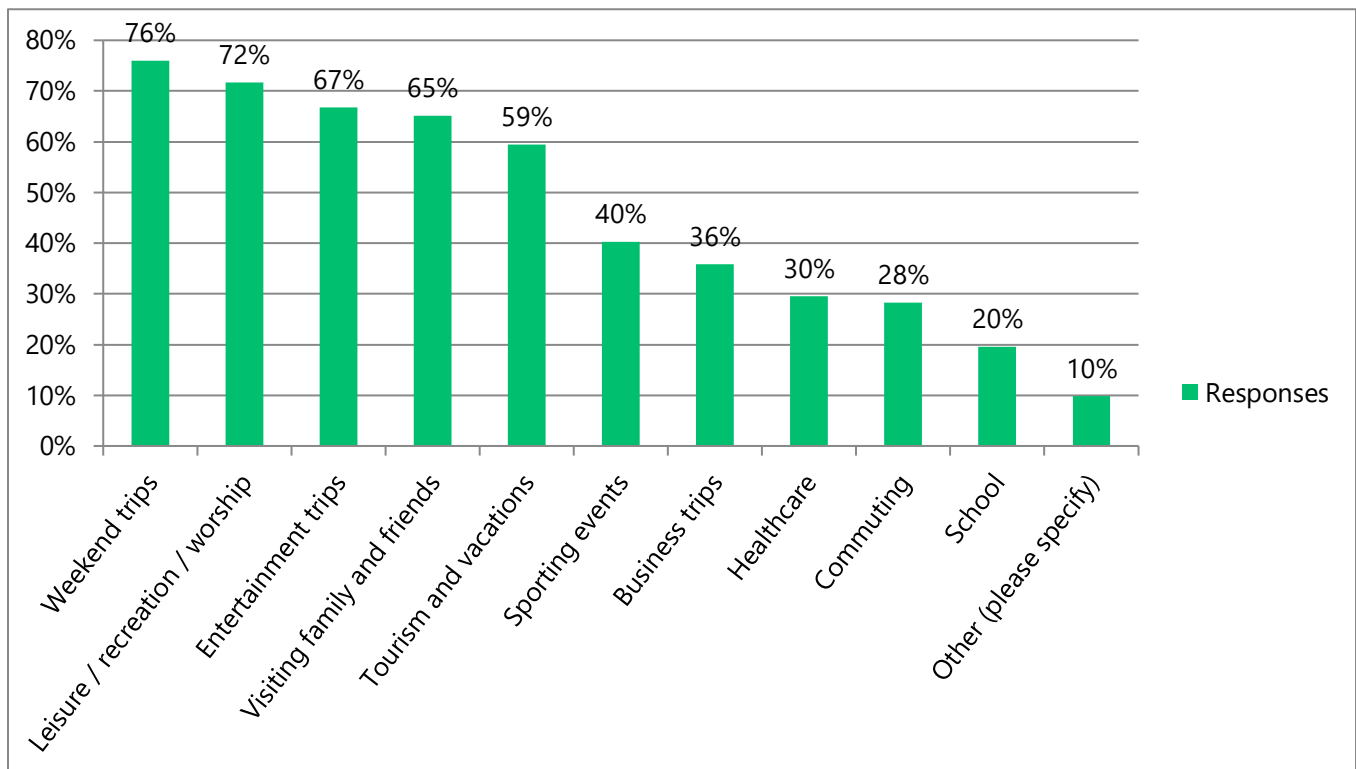


Table 2 – Likely Trip Types

Answer Choices	Responses	
Weekend trips	76%	602
Leisure / recreation / worship	72%	568
Entertainment trips	67%	529
Visiting family and friends	65%	516
Tourism and vacations	59%	471
Sporting events	40%	319
Business trips	36%	284
Healthcare	30%	234
Commuting	28%	224
School	20%	155
Other (please specify)	10%	78
Answered		792
Skipped		8

2.1.2 Question 2

According to the map, in which numbered region do you live?

- Most respondents live in:
 - Zone 8, the Monterey Peninsula and Coastal Monterey County,
 - Zone 1, the Santa Cruz area, and
 - Zone 6 the Salinas City area.

Figure 2 – Regional Map

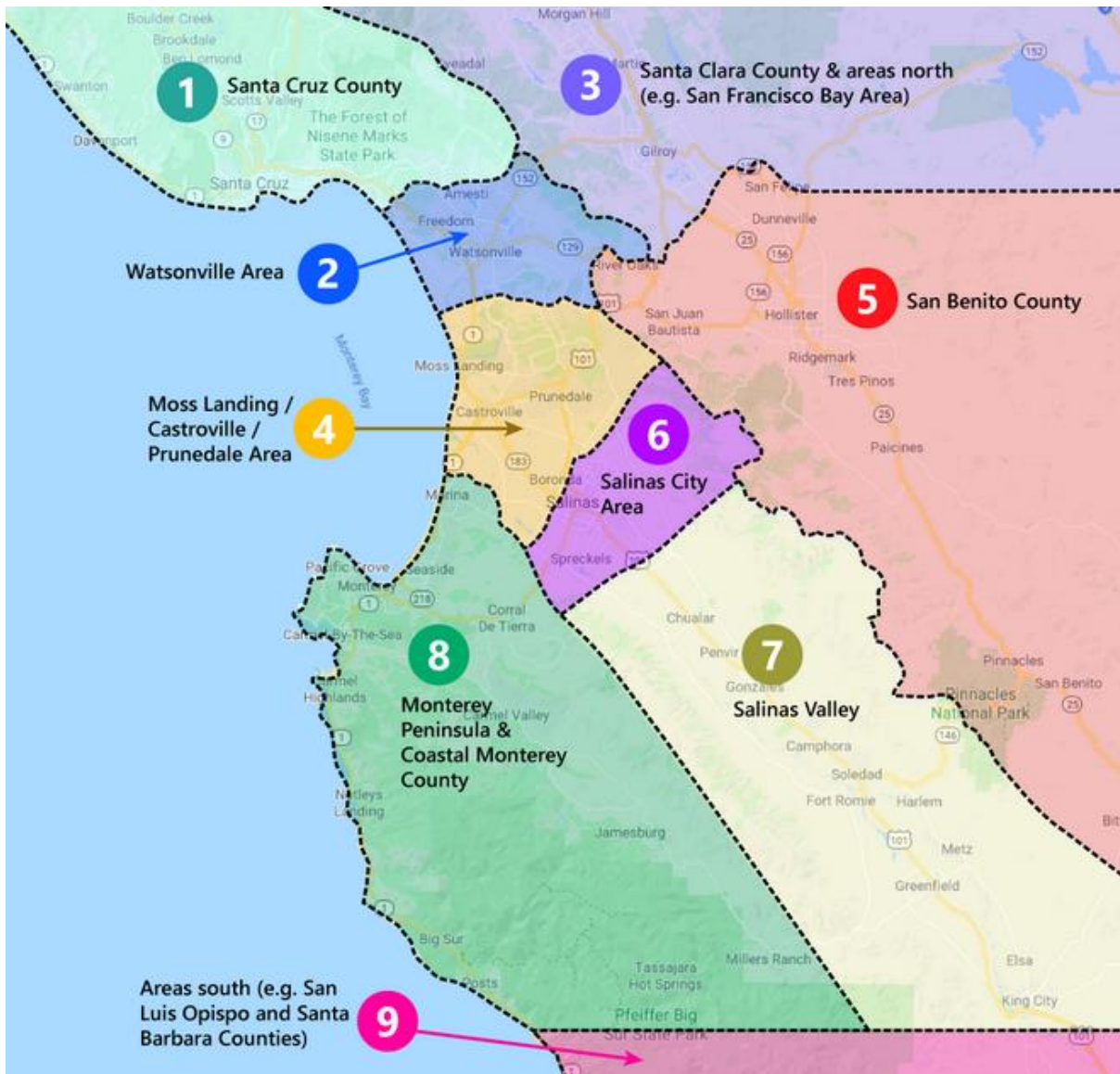


Figure 3 – Respondent Origin

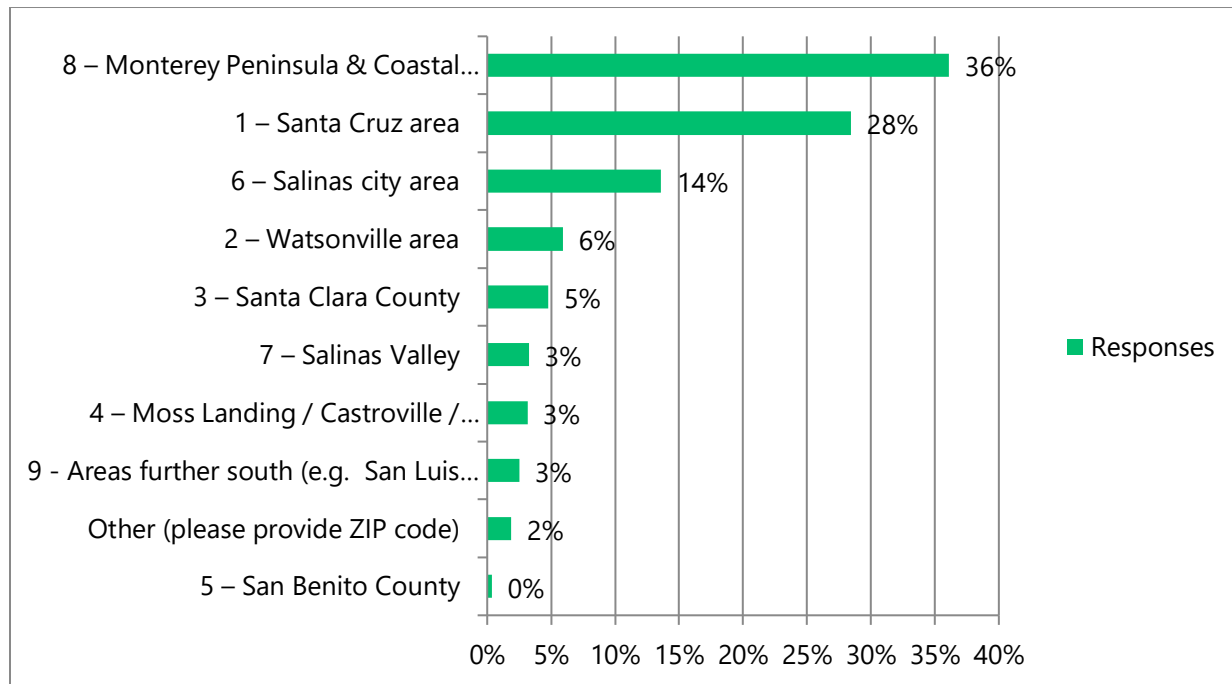


Table 3 – Respondent Origin

Answer Choices	Responses	
8 – Monterey Peninsula & Coastal Monterey County	36%	287
1 – Santa Cruz area	28%	226
6 – Salinas city area	14%	108
2 – Watsonville area	6%	47
3 – Santa Clara County	5%	38
7 – Salinas Valley	3%	26
4 – Moss Landing / Castroville / Prunedale area	3%	25
9 - Areas further south (e.g. San Luis Obispo and Santa Barbara Counties)	3%	20
Other (please provide ZIP code)	2%	15
5 – San Benito County	0%	3
Answered		795
Skipped		5

2.1.3 Question 3

According to the above map, which numbered regions would you be most interested in traveling to via passenger rail? Select all that apply.

- Most respondents are interested in traveling to:
 - Santa Clara County,
 - Santa Cruz area,
 - areas further south, including San Luis Obispo and Santa Barbara, and
 - the Monterey Peninsula/coastal Monterey County.

Figure 4 – Respondent Likely Destinations

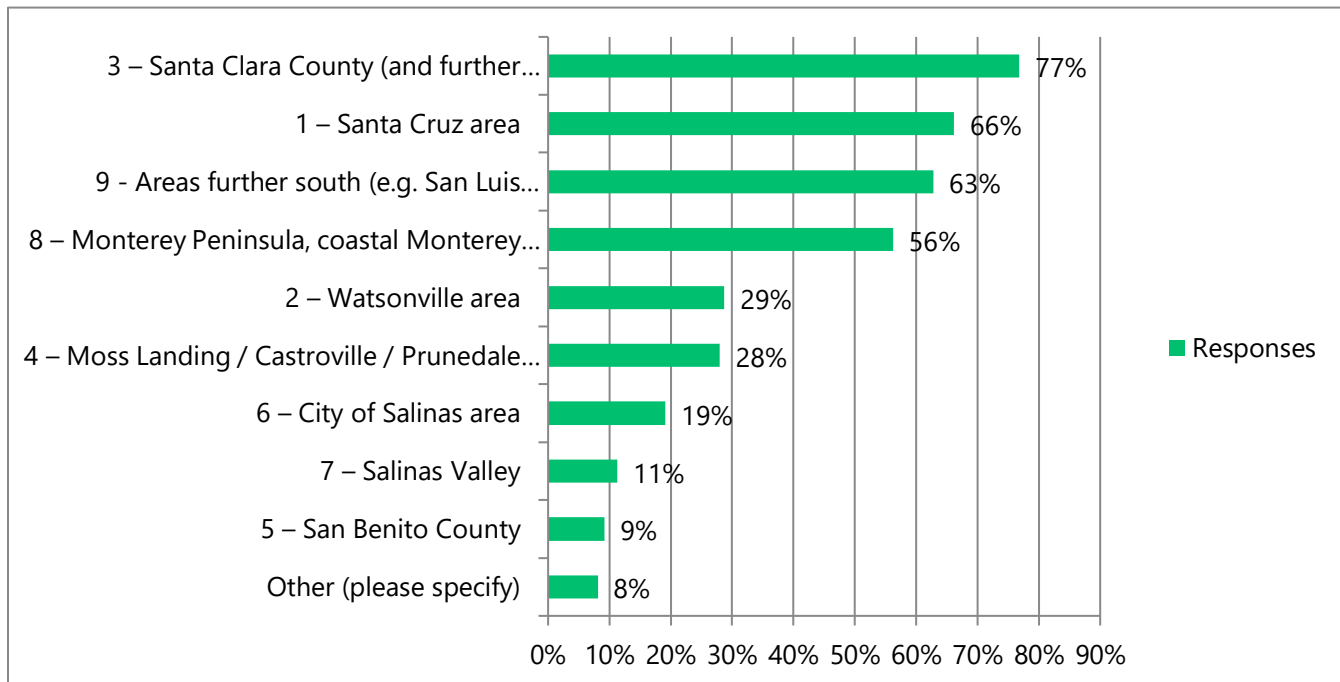


Table 4 – Respondent Likely Destinations

Answer Choices	Responses	
1 – Santa Cruz area	66%	523
2 – Watsonville area	29%	227
3 – Santa Clara County (and further connections to the San Francisco Bay Area)	77%	607
4 – Moss Landing / Castroville / Prunedale area	28%	221
5 – San Benito County	9%	73
6 – City of Salinas area	19%	151
7 – Salinas Valley	11%	89
8 – Monterey Peninsula, coastal Monterey County	56%	444
9 - Areas further south (e.g. San Luis Obispo and Santa Barbara Counties)	63%	496
Other (please specify)	8%	64
	Answered	790
	Skipped	10

2.1.4 Question 4

Please rank how often you normally use the following modes of transportation (prior to sheltering in place due to COVID-19):

- The most common current modes of transportation among respondents are driving a personal vehicle, walking, and biking.

Figure 5 – How Often Respondent Uses Transportation Modes

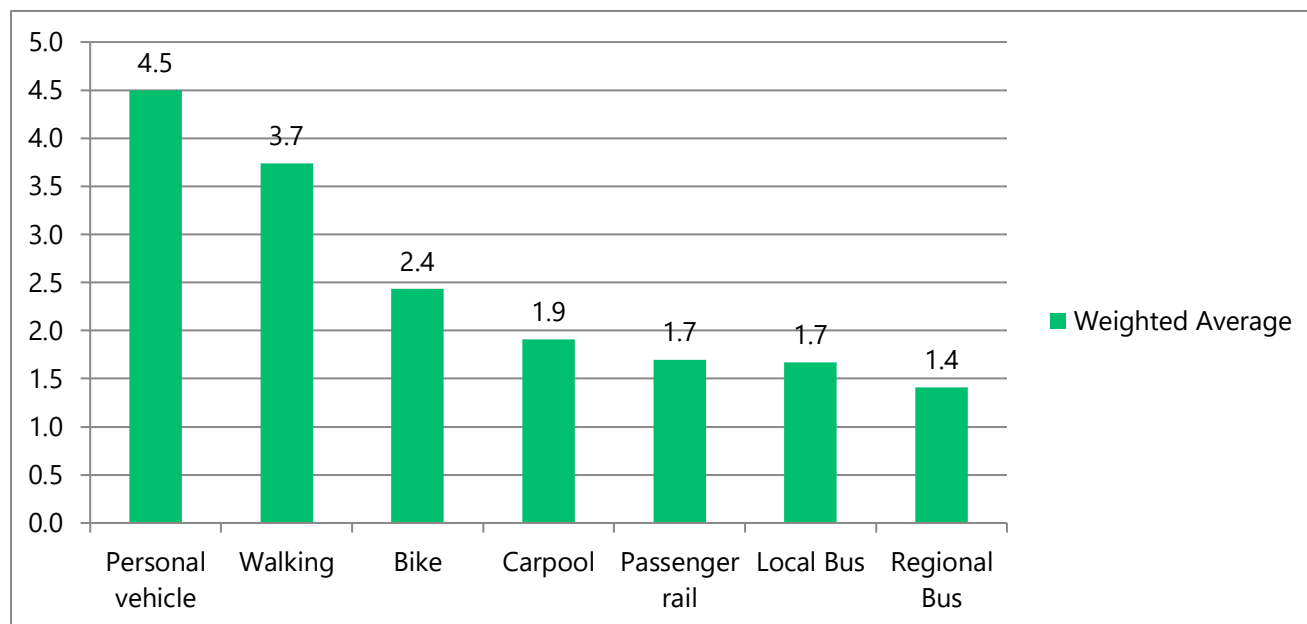


Table 5 – How Often Respondent Uses Transportation Modes

	5+ times a week	1-4 times a week	A few times a month	A few times per year	Never	Weighted Average
Personal vehicle	485	224	63	4	8	4.5
Local Bus	17	25	65	182	391	1.7
Regional Bus	3	7	26	189	442	1.4
Passenger rail	12	18	35	299	313	1.7
Carpool	21	49	108	165	332	1.9
Bike	104	79	112	130	278	2.4
Walking	292	183	115	58	84	3.7
Other (please specify)						
Answered						795
Skipped						4

2.1.5 Question 5

Please see the map (below). Which of the following factors prevent you from using existing passenger rail service more frequently or at all? Select all that apply.

Figure 6 – Current California Rail Network



- Respondents cited the following as the biggest factors preventing them from using existing passenger rail service now:
- existing rail services do not take me to my destinations, and
 - service is too infrequent.

Figure 7 – Factors That Prevent Utilization of Current Rail Network

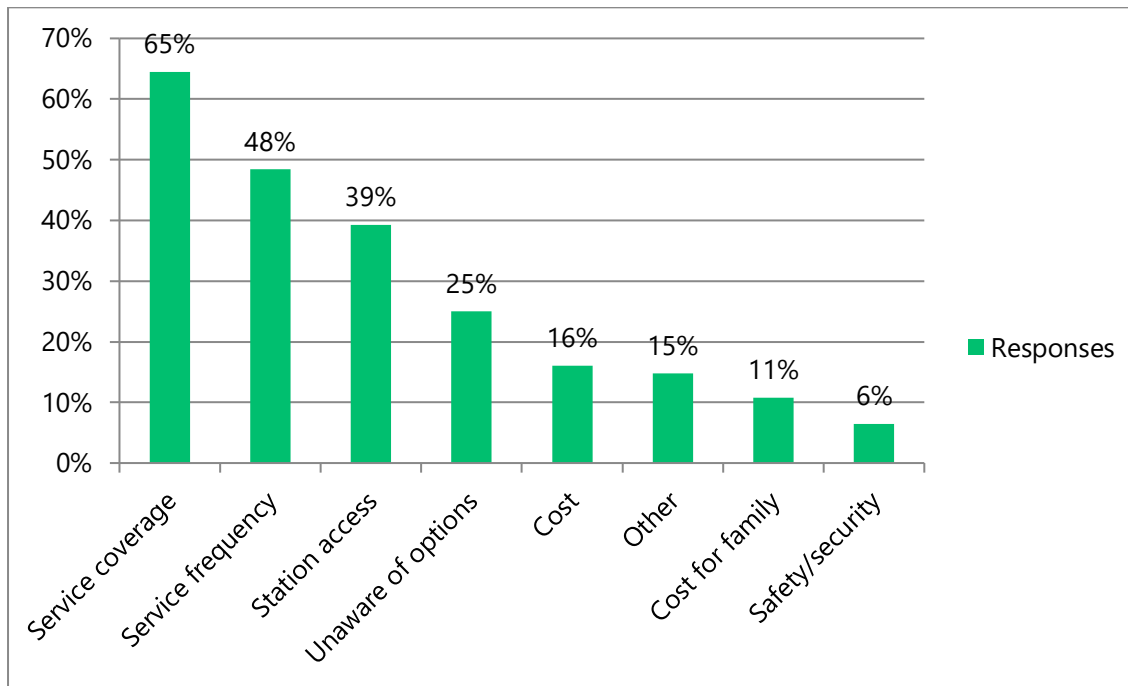


Table 6 – Factors That Prevent Utilization of Current Rail Network

Answer Choices	Responses	
Service coverage	65%	509
Service frequency	48%	382
Station access	39%	310
Unaware of options	25%	197
Cost	16%	127
Other	15%	117
Cost for family	11%	85
Safety/security	6%	51
Answered		789
Skipped		11

2.1.6 Question 6

What excites you about the potential of having access to a train? Please rate how important each of these factors would be to you, with 5 being very important, and 1 being not at all important.

- The things that excite respondents the most about having access to a train are:
 - reducing travel time or avoiding traffic congestion,
 - reducing greenhouse gases, and
 - reducing automobile dependence.

Figure 8 – Most Exciting Aspects of Access to Rail Travel

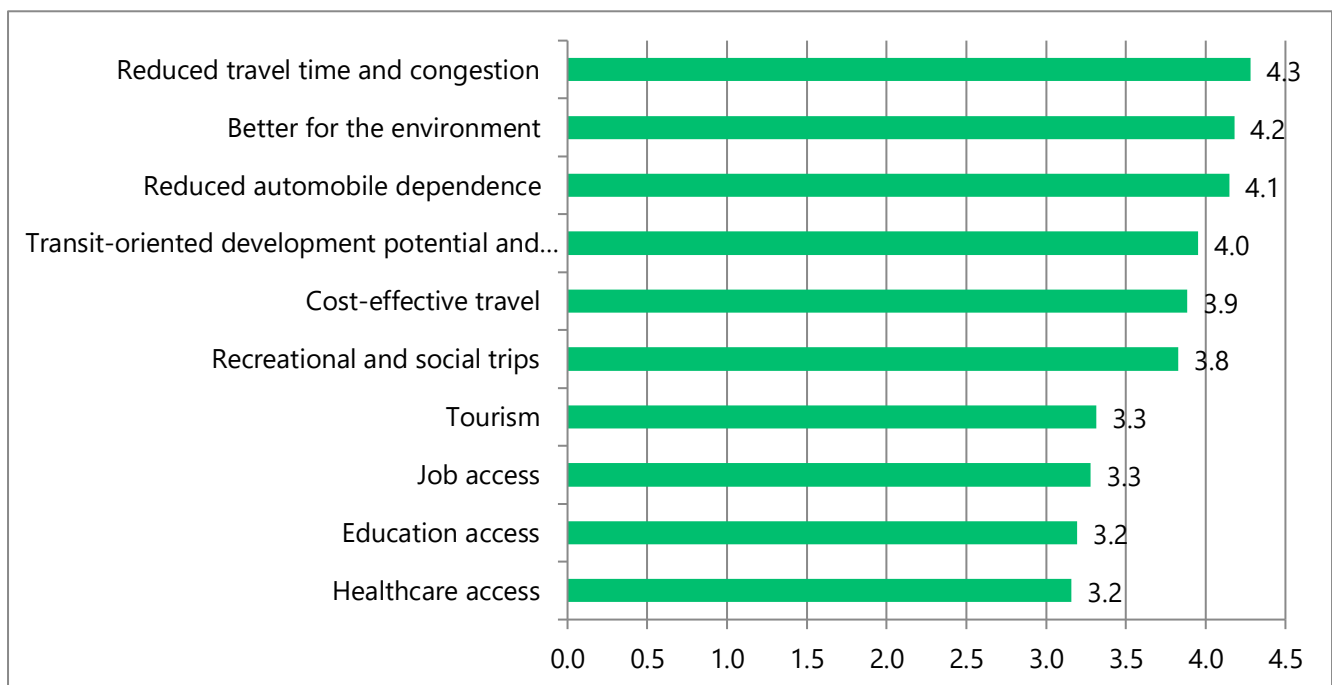


Table 7 – Most Exciting Aspects of Access to Rail Travel

Answer	Very Important	Somewhat Important	Neutral	Somewhat unimportant	Not at all important	Total	Weighted Average
Reduced travel time and congestion	587	138	26	7	22	780	4.3
Better for the environment	559	145	41	11	29	785	4.2
Reduced automobile dependence	550	148	42	15	32	787	4.1
Transit-oriented development potential and community improvement	488	175	66	14	36	779	4.0
Cost-effective travel	447	189	86	18	24	764	3.9
Recreational and social trips	463	216	55	9	37	780	3.8
Tourism	279	196	148	54	88	765	3.3
Job access	310	138	122	29	151	750	3.3
Education access	266	201	135	39	112	753	3.2
Healthcare access	234	167	183	47	115	746	3.2
Other (please specify)	5	2	3	4	1	43	

Answered 793

Skipped 7

2.1.7 Question 7

If you had to choose, which of the following would be more important to you in passenger rail service?

- Respondents prefer service coverage to frequency of service by a margin of 16%.

Figure 9 – Preference for Service Frequency or Coverage

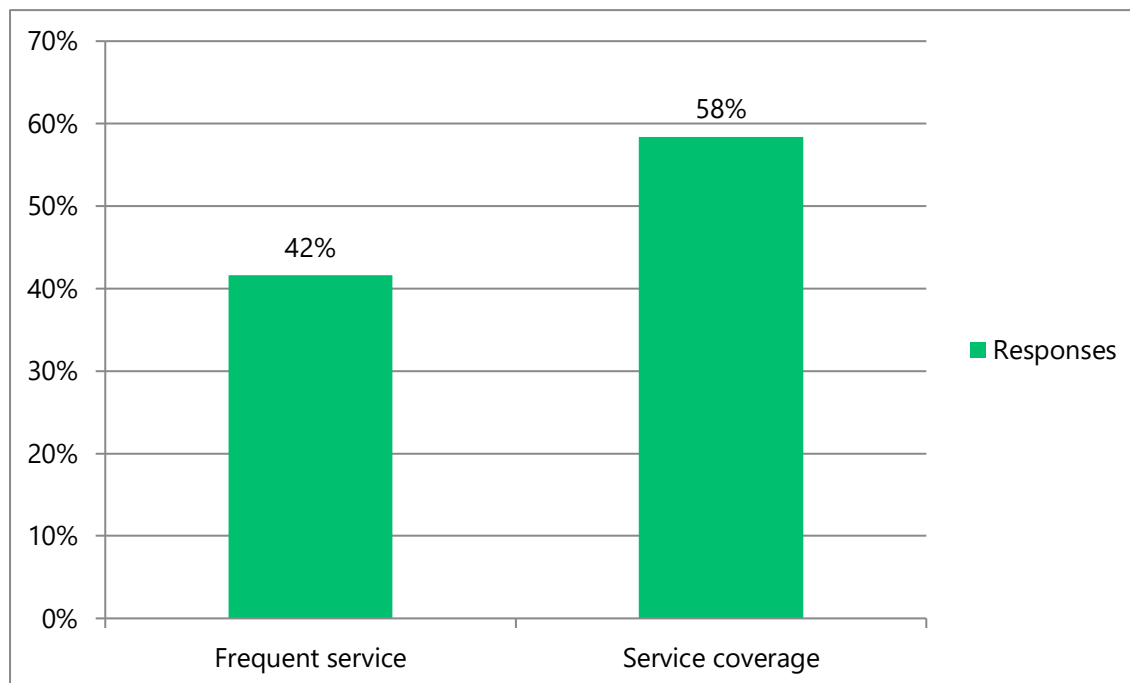


Table 8 – Preference for Service Frequency or Coverage

Answer Choices	Responses	
Frequent service	42%	327
Service coverage	58%	459
Answered		786
Skipped		14

2.1.8 Question 8

This study will investigate implementing additional passenger rail service in the Monterey Bay Area and on the Central Coast. How often would you use such a service if it were available?

- Most respondents reported they would use a rail service in the Monterey Bay area and Central Coast:
 - 1-3 times a week,
 - a few times each year, or
 - a few times each month.

Figure 10 – How Often Respondent Would Utilize Service

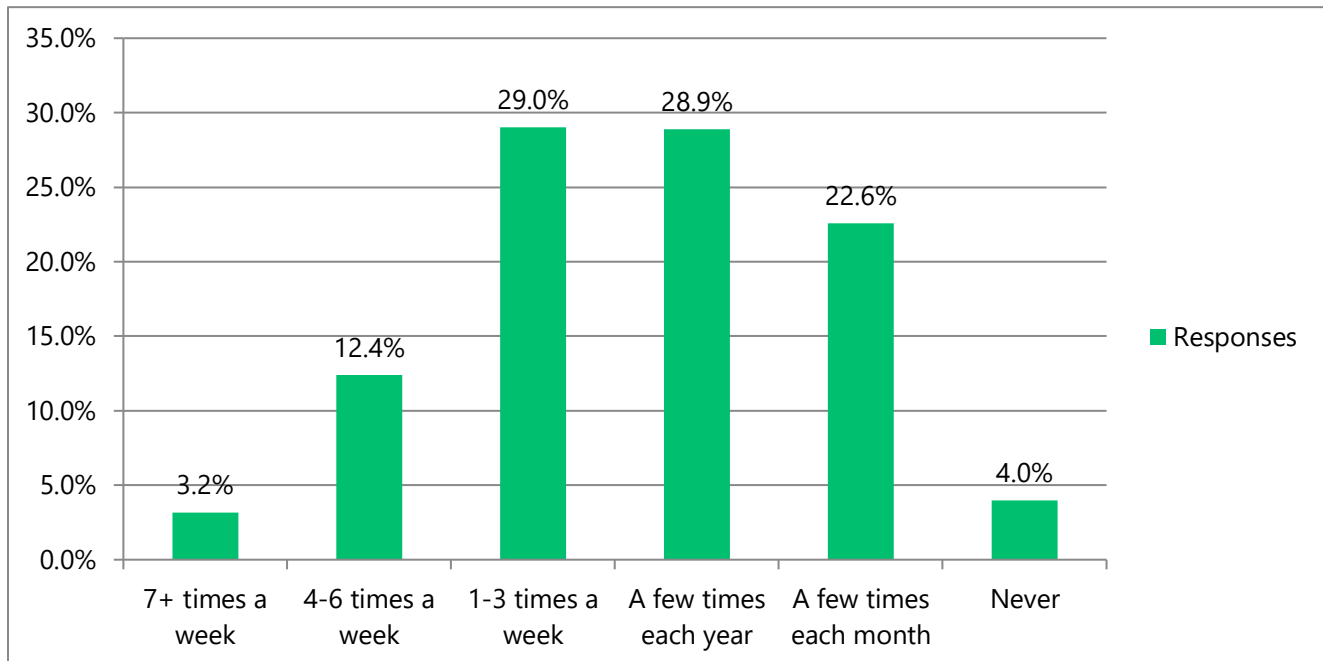


Table 9 – How Often Respondent Would Utilize Service

Answer Choices	Responses	
7+ times a week	3%	24
4-6 times a week	12%	94
1-3 times a week	29%	220
A few times each year	29%	219
A few times each month	23%	171
Never	4%	30
	Answered	758
	Skipped	42

2.1.9 Question 9

Rail service provides opportunities for passengers to do things they cannot usually do while driving, such as working, reading, or sleeping. With this in mind, for commuting and other work-related train trips, what is the maximum additional travel time by rail that would you be willing to accept for a one-way trip (when compared to driving)?

- Comparing commuting by train to commuting by personal vehicle, most respondents said they are willing to accept up to 30 minutes of additional travel time.

Figure 11 – Desired Commuting Travel Time

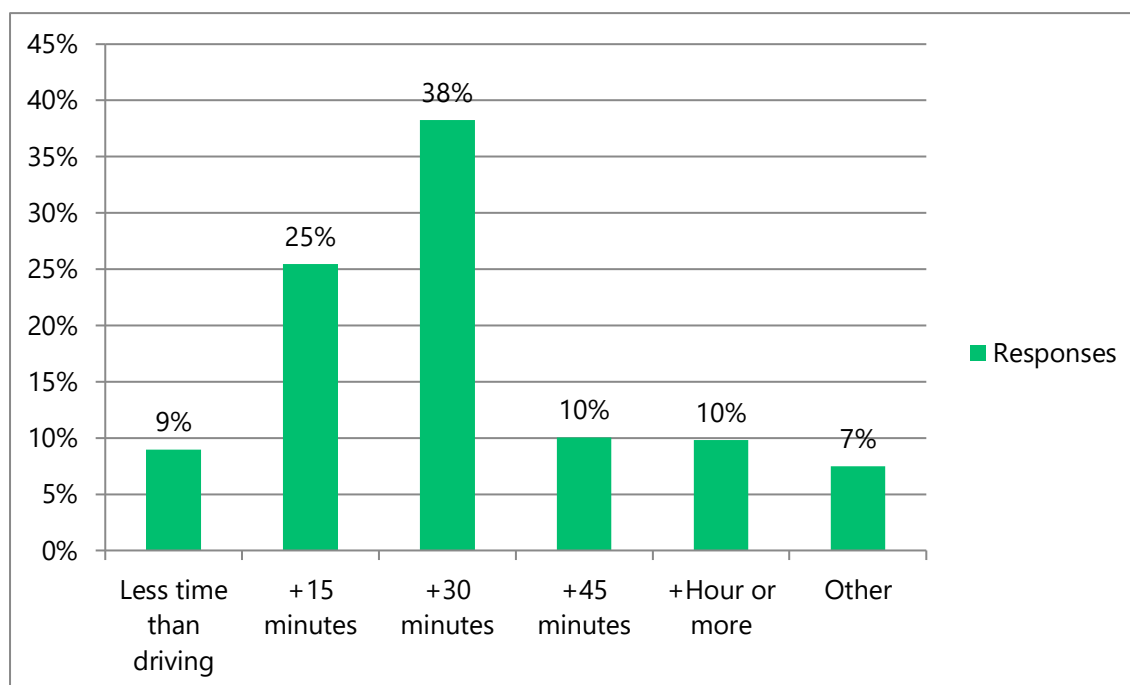


Table 10 – Desired Commuting Travel Time

Answer Choices	Responses	
Less time than driving	9%	66
+15 minutes	25%	187
+30 minutes	38%	281
+45 minutes	10%	74
+Hour or more	10%	72
Other	7%	55
Answered		735
Skipped		65

2.1.10 Question 10

Rail service provides opportunities for passengers to do things they cannot usually do while driving, such as working, reading, or sleeping. With this in mind, for recreational and non-commuting train trips, what is the maximum additional travel time by rail that would you be willing to accept for a one-way trip (when compared to driving)?

- For recreational trips, comparing train travel to personal vehicle travel, respondents said they are willing to accept an additional 30 minutes of travel time.

Figure 12 – Desired Recreation Travel Time

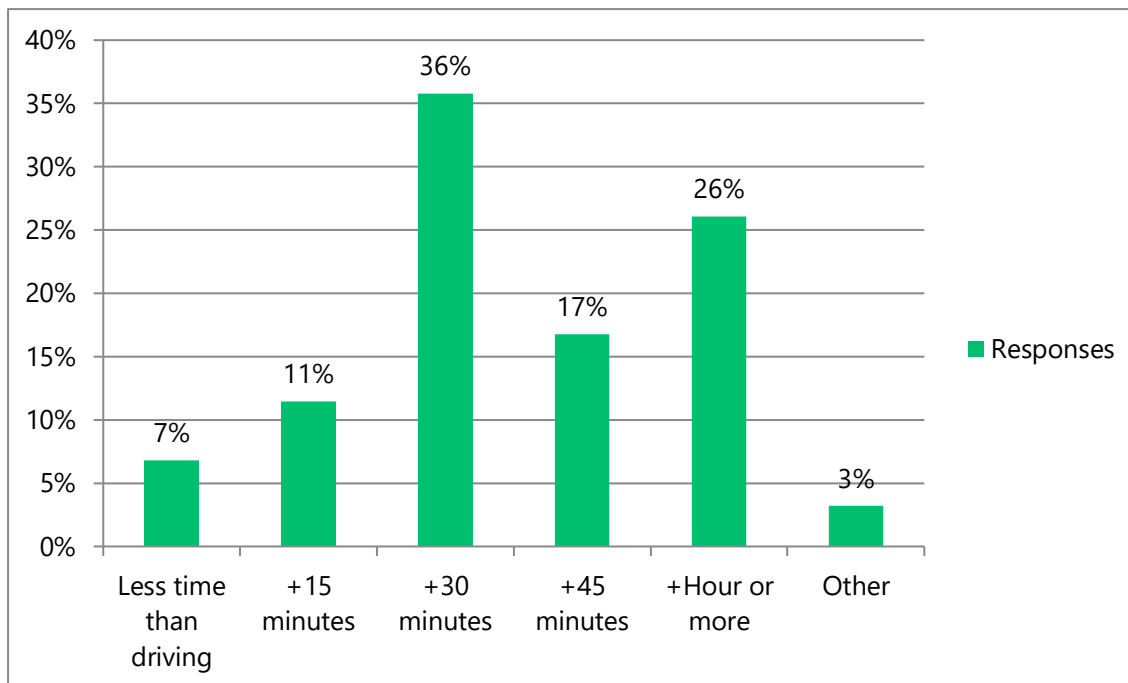


Table 11 – Desired Recreation Travel Time

Answer Choices	Responses	
Less time than driving	7%	51
+15 minutes	11%	86
+30 minutes	36%	269
+45 minutes	17%	126
+Hour or more	26%	196
Other	3%	24
Answered		752
Skipped		48

2.1.11 Question 11

What on-board train amenities are most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.

- Regarding on-board train amenities, respondents said the following were most important:
- restrooms,
 - Wi-Fi, and
 - power outlets/ USB charging ports.

Figure 13 – Preferred On-Board Amenities

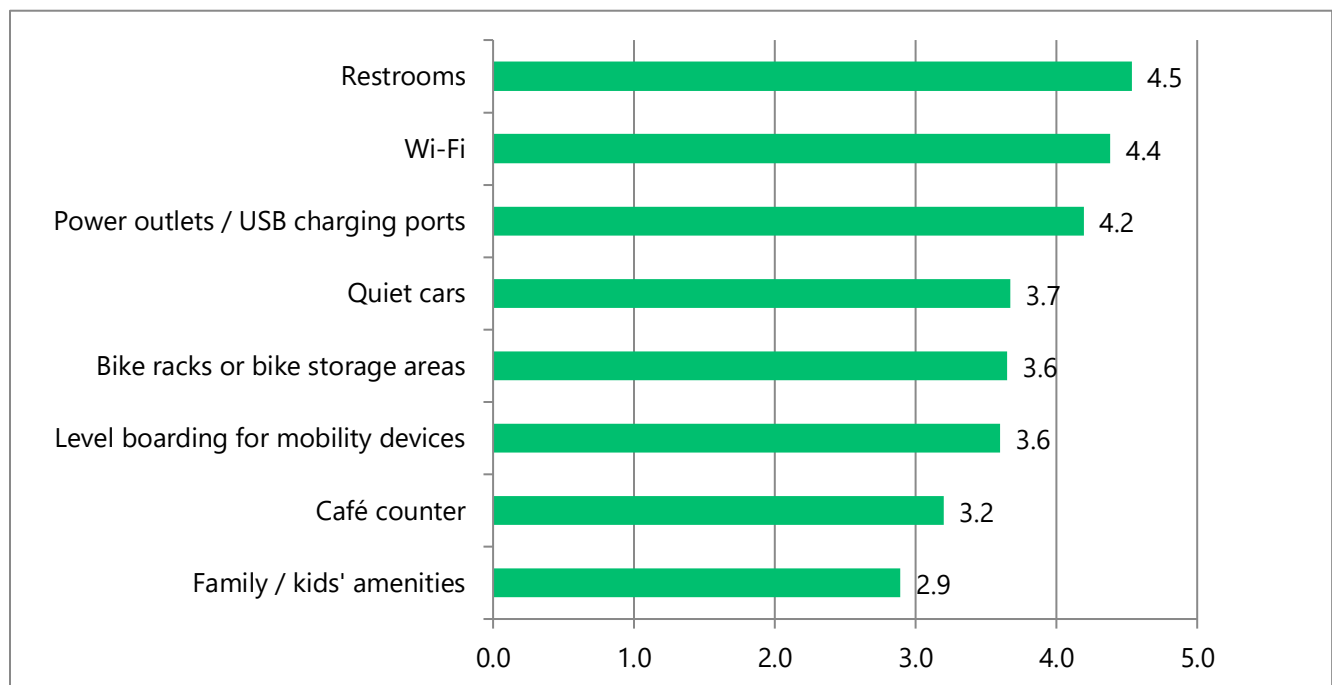


Table 12 – Preferred On-Board Amenities

	1 - Very important	2 - Somewhat important	3 - Neutral	4 - Somewhat unimportant	5 - Not at all important	Total	Weighted Average
Restrooms	532	158	38	10	16	754	4.5
Wi-Fi	469	186	67	9	19	750	4.4
Power outlets / USB charging ports	387	241	77	15	23	743	4.2
Quiet cars	188	298	185	32	36	739	3.7
Bike racks or bike storage areas	291	187	139	30	90	737	3.6
Level boarding for mobility devices	242	196	199	38	65	740	3.6
Café counter	114	238	229	64	91	736	3.2
Family / kids' amenities	98	146	279	80	124	727	2.9
Other (please specify)						45	
Answered							759
Skipped							39

2.1.12 Question 12

What amenities at train stations are most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.

- Regarding amenities at stations, respondents said the following were most important:
- restrooms,
 - real-time information, and
 - ticket vending machines.

Figure 14 – Preferred Amenities at Stations

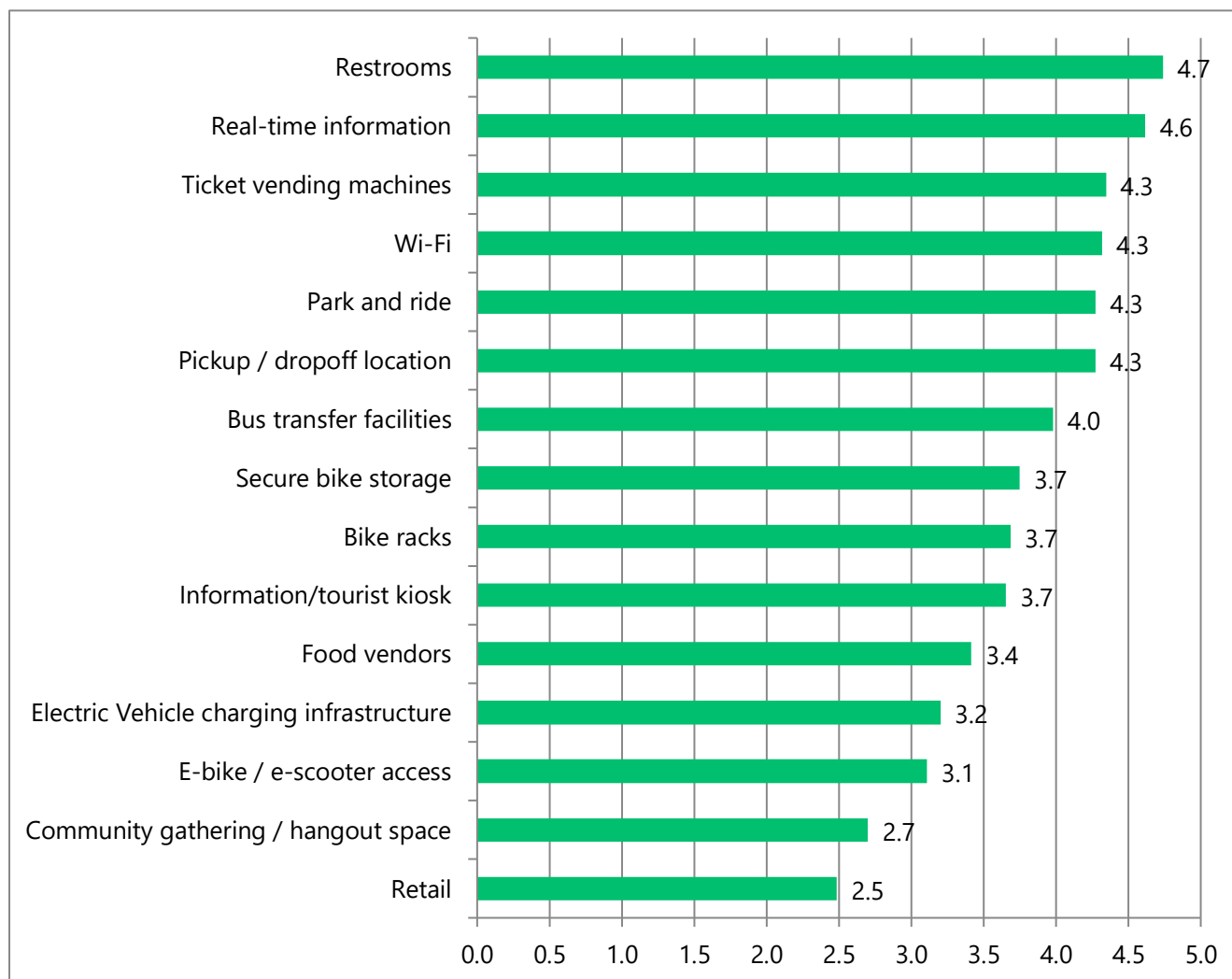


Table 13 – Preferred Amenities at Stations

	1 - Very important	2 - Somewhat important	3 - Neutral	4 - Somewhat unimportant	5 - Not at all important	Total	Weighted Average
Restrooms	612	104	18	5	9	748	4.7
Real-time information	569	126	29	6	10	740	4.6
Wi-Fi	430	206	82	10	15	743	4.3
Ticket vending machines	441	184	82	15	17	739	4.3
Park and ride	413	215	73	18	21	740	4.3
Pickup / dropoff location	392	234	89	7	22	744	4.3
Bus transfer facilities	311	246	120	24	34	735	4.0
Secure bike storage	300	190	144	20	76	730	3.7
Bike racks	277	200	144	30	83	734	3.7
Information/tourist kiosk	204	260	180	44	49	737	3.7
Food vendors	114	309	207	37	57	724	3.4
Electric Vehicle charging infrastructure	142	185	245	50	113	735	3.2
E-bike / e-scooter access	128	186	234	57	128	733	3.1
Community gathering / hangout space	42	137	302	111	137	729	2.7
Retail	24	118	295	111	163	711	2.5
Other (please specify)						27	
Answered							749
Skipped							51

2.1.13 Question 13

How would you access a potential passenger rail station? Select all that apply.

- The most common modes of accessing potential rail stations were listed as:
 - car,
 - walking,
 - bike, and
 - rideshare / taxi.

Figure 15 – Likely Mode of Access

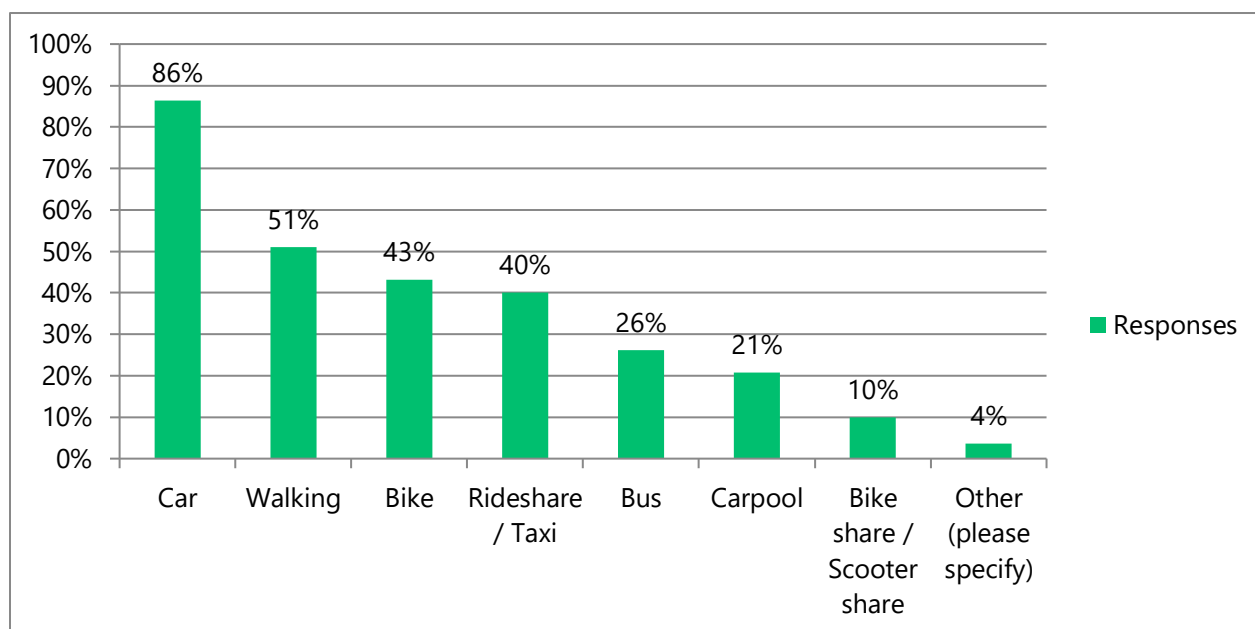


Table 14 – Likely Mode of Access

Answer Choices	Responses	
Car	86%	655
Walking	51%	387
Bike	43%	327
Rideshare / Taxi	40%	304
Bus	26%	198
Carpool	21%	157
Bike share / Scooter share	10%	76
Other (please specify)	4%	28
Answered		758
Skipped		42

2.1.14 Question 14

What characteristics of an integrated bus service would be most important to you? Please rank these on a scale with 5 being very important, and 1 being not at all important.

- The most important characteristics of an integrated bus service were listed as:
 - Timed connections with passenger rail service,
 - Comfortable seats, and
 - Wi-Fi.

Figure 16 – Preferred Integrated Bus Service Characteristics and Amenities

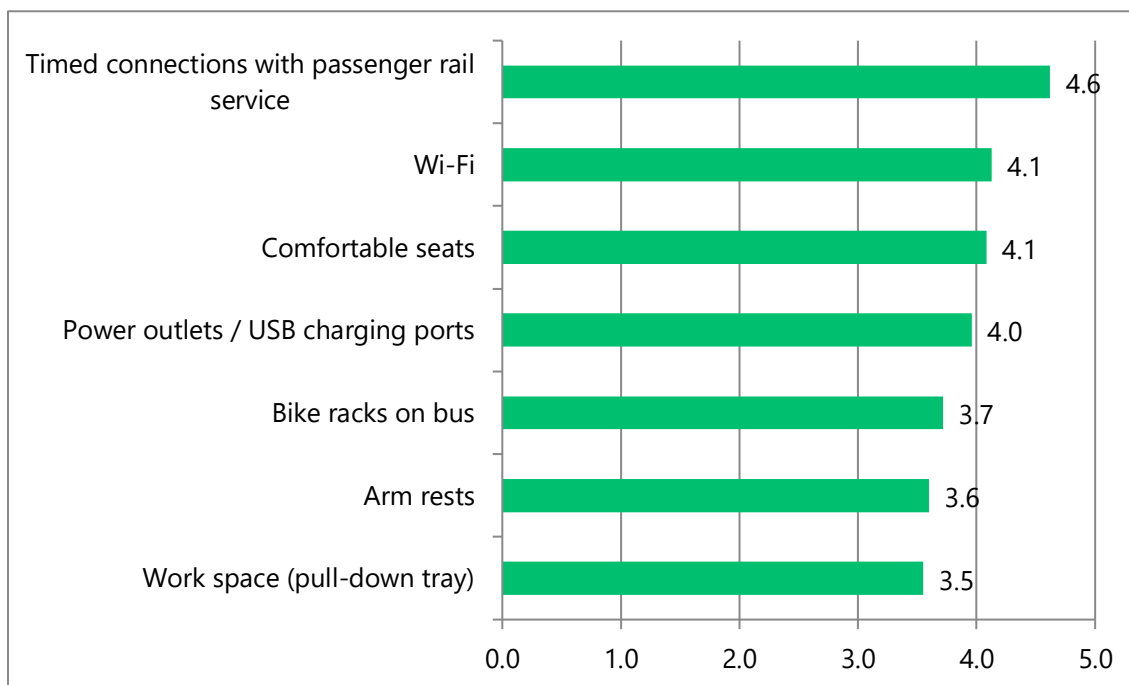


Table 15 – Preferred Integrated Bus Service Characteristics and Amenities

	1 - Very important	2 - Somewhat important	3 - Neutral	4 - Somewhat unimportant	5 - Not at all important	Total	Weighted Average
Timed connections with passenger rail service	555	142	32	1	15	745	4.6
Wi-Fi	356	230	109	16	28	739	4.1
Comfortable seats	293	316	91	14	23	737	4.1
Power outlets / USB charging ports	309	234	134	22	34	733	4.0
Bike racks on bus	291	195	141	13	96	736	3.7
Arm rests	192	257	187	47	48	731	3.6
Work space (pull-down tray)	167	263	208	50	44	732	3.5
Other (please specify)						22	
						Answered	748
						Skipped	52

2.1.15 Question 15

Do you believe that having a passenger rail service on the Central Coast would positively affect your life directly?

- 87% of respondents state that having rail service on the Central Coast would positively affect their lives.

Figure 17 – Rail Service Effect on Quality of Life

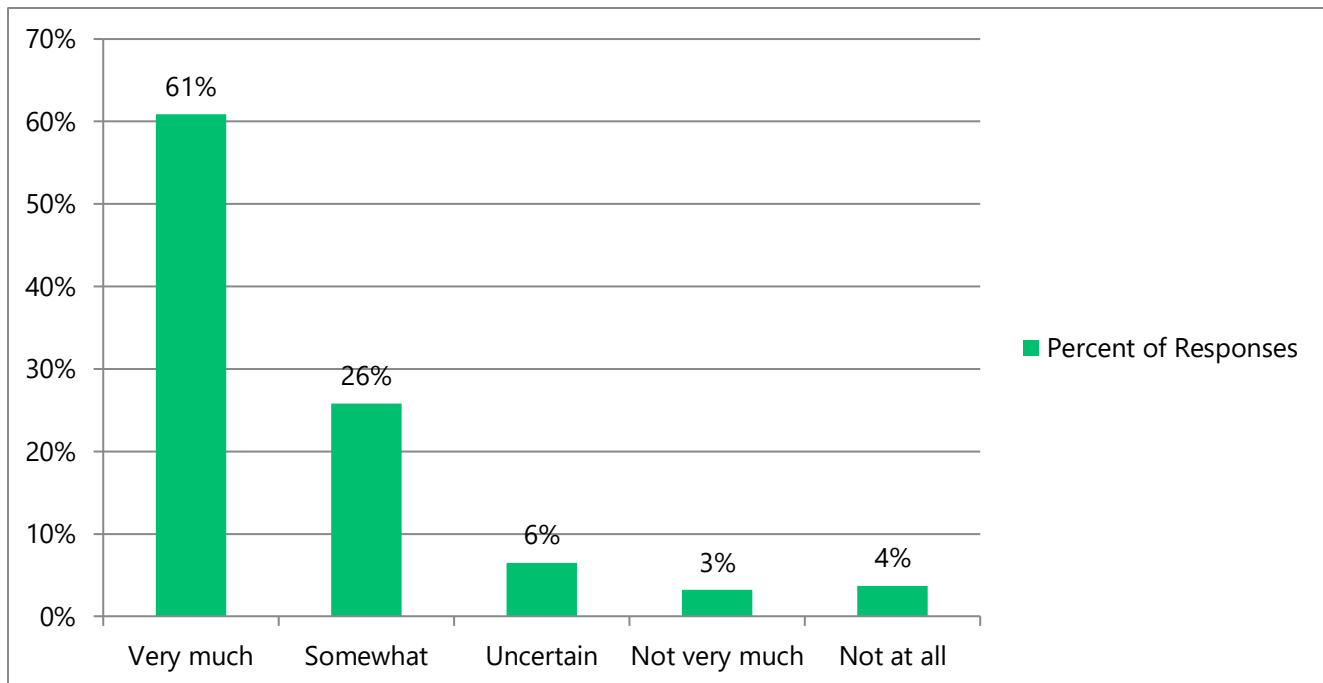


Table 16 – Rail Service Effect on Quality of Life

	Very much	Somewhat	Uncertain	Not very much	Not at all	Total
I believe passenger rail would positively affect me...	460	195	49	24	28	756
	Answered					756
	Skipped					44

2.1.16 Question 16

How interested would you be in living or working near a proposed rail station?

- 65% of respondents are interested in living near a rail station and 67% are interested in working near one.

Figure 18 – Interest in Living or Working Near a Proposed Station

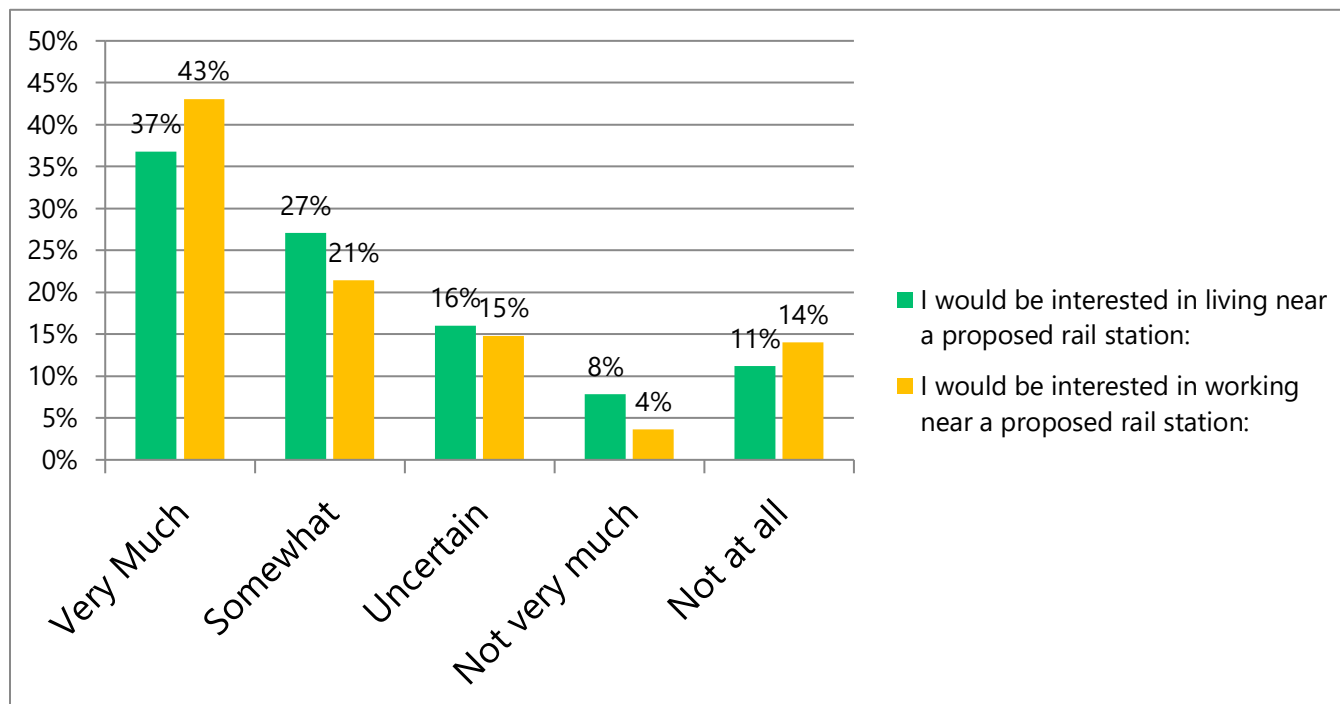


Table 17 – Interest in Living or Working Near a Proposed Station

	Very much	Somewhat	Uncertain	Not very much	Not at all
I would be interested in living near a proposed rail station:	276	203	120	59	84
I would be interested in working near a proposed rail station:	323	161	111	27	105

2.1.17 Question 17

Please provide additional comments you may have related to passenger rail on the Central Coast, if any.

- For the free response section for additional comments, these main themes were expressed:
 - Cleanliness is important.
 - Access to Bay Area job centers would be appreciated.
 - There is a desire to improve bus connections in the region.
 - Alternatives to driving are desired.
 - Bike trails should not be eliminated.

2.2 Personal Information Questions

Questions 18-21 asked for the following pieces of personal information:

1. Provide your email address to receive updates on the project
2. Name
3. Organization / affiliation
4. ZIP code

Responses are not included in this memo to maintain privacy.

2.3 Demographics Questions

The demographics of the five-county study area (Monterey, San Benito, Santa Clara, Santa Cruz, and San Luis Obispo Counties) are summarized in this section. The data is broken down into three categories: age, income, and race and ethnicity. This section also covers the gender breakdown and transgender status of respondents.

2.3.1 Demographics Insight

The data regarding age, income, and race and ethnicity indicate the average survey respondent was older, wealthier, and more likely to be white than the average resident of the project area (regional demographics can be found in **Appendix A**). This is likely reflected in the responses and preferences shown in the survey questions. This should be considered when interpreting the data for planning purposes. An additional lesson learned for future surveys is to attempt to use the same categories as used by the US Census for these questions.

2.3.2 Question 22

Age

Given the categorical difference between the age brackets used by the ACS and used by the survey, it is difficult to compare the results of the two. The results are shown in the graphs below. Approximately 52% of people who took the survey were over the age of 56, which is older than the ACS regional average, where only 27% are over 55.

Figure 19 – Survey Respondent Age

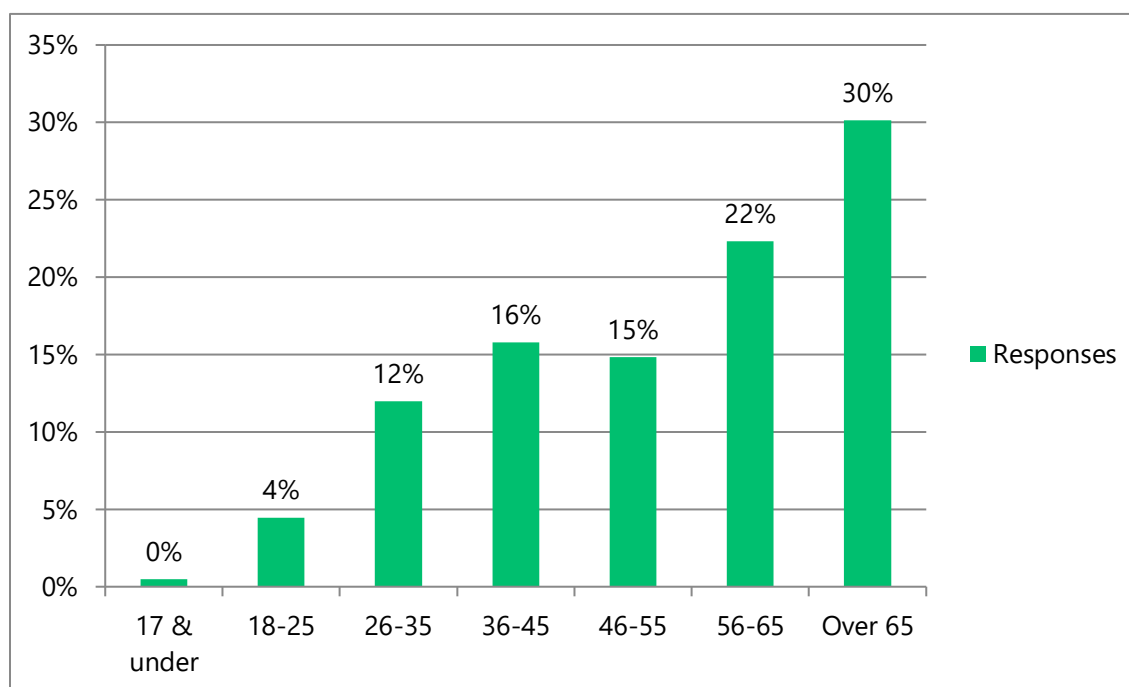


Table 18 – Survey Respondent Age

Answer Choices	Responses	
17 & under	0%	3
18-25	4%	28
26-35	12%	75
36-45	16%	99
46-55	15%	93
56-65	22%	140
Over 65	30%	189
	Answered	627
	Skipped	173

Figure 20 – ACS 2019 Age

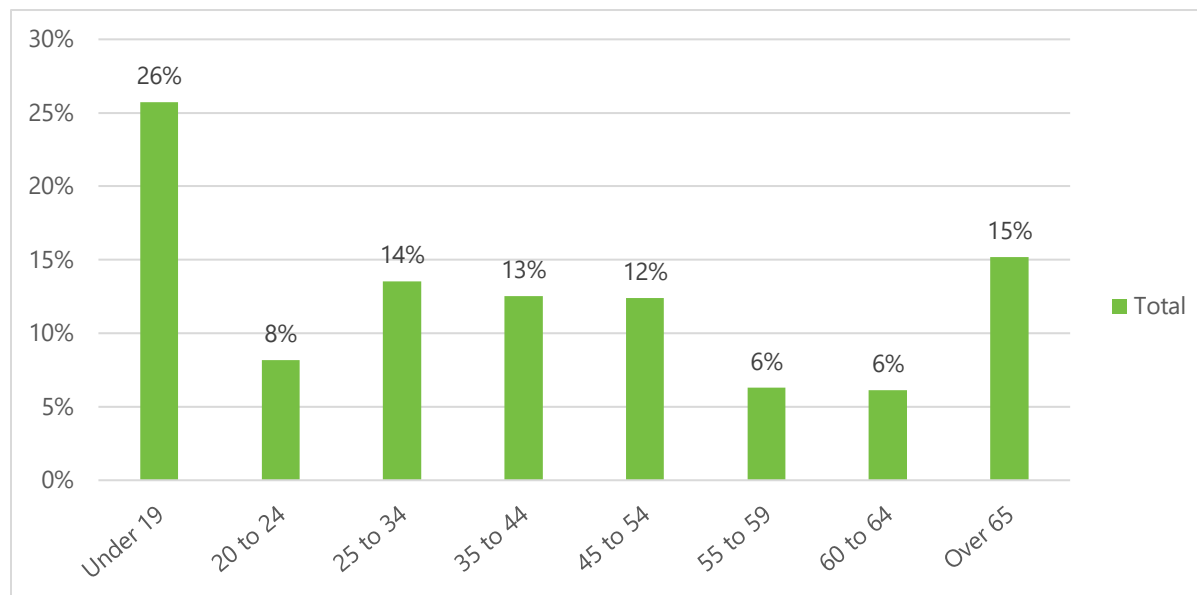


Table 19 – ACS 2019 Age

Age Bracket	Percentage
Under 19	26%
20 to 24	8%
25 to 34	14%
35 to 44	13%
45 to 54	12%
55 to 59	6%
60 to 64	6%
Over 65	15%

2.3.3 Question 23

Household income

Of those that that answered this question, 42% made \$100,000 or less, and 40% made over \$100,000. About 17% declined to state their household income. Depending on where that 17% actually are on the spectrum, the survey may be assumed to skew a bit wealthier as compared to the results of the ACS, in which 58% made less than \$100,000 while 42% made \$100,000 or more. The full ACS data set is provided in Section A.2 of **Appendix A**.

Figure 21 – Survey Respondent Income

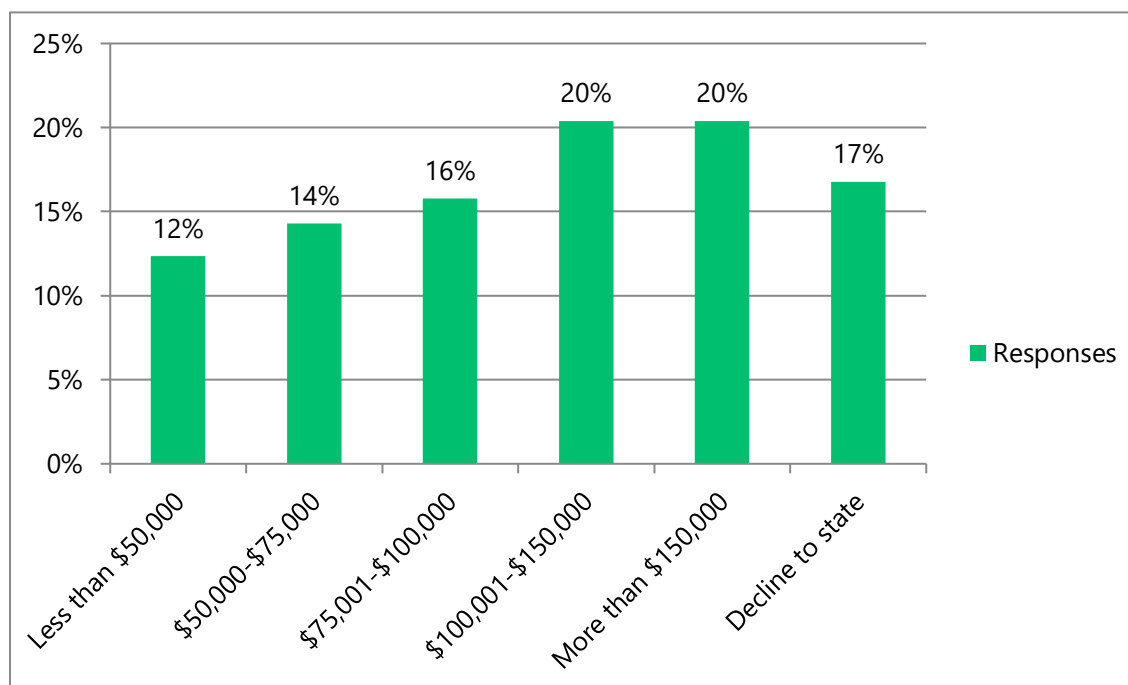


Table 20 – Survey Respondent Income

Answer Choices	Responses	
Less than \$50,000	12%	75
\$50,000-\$75,000	14%	87
\$75,001-\$100,000	16%	96
\$100,001-\$150,000	20%	124
More than \$150,000	20%	124
Decline to state	17%	102
Answered		608
Skipped		192

Figure 22 – ACS 2019 Income

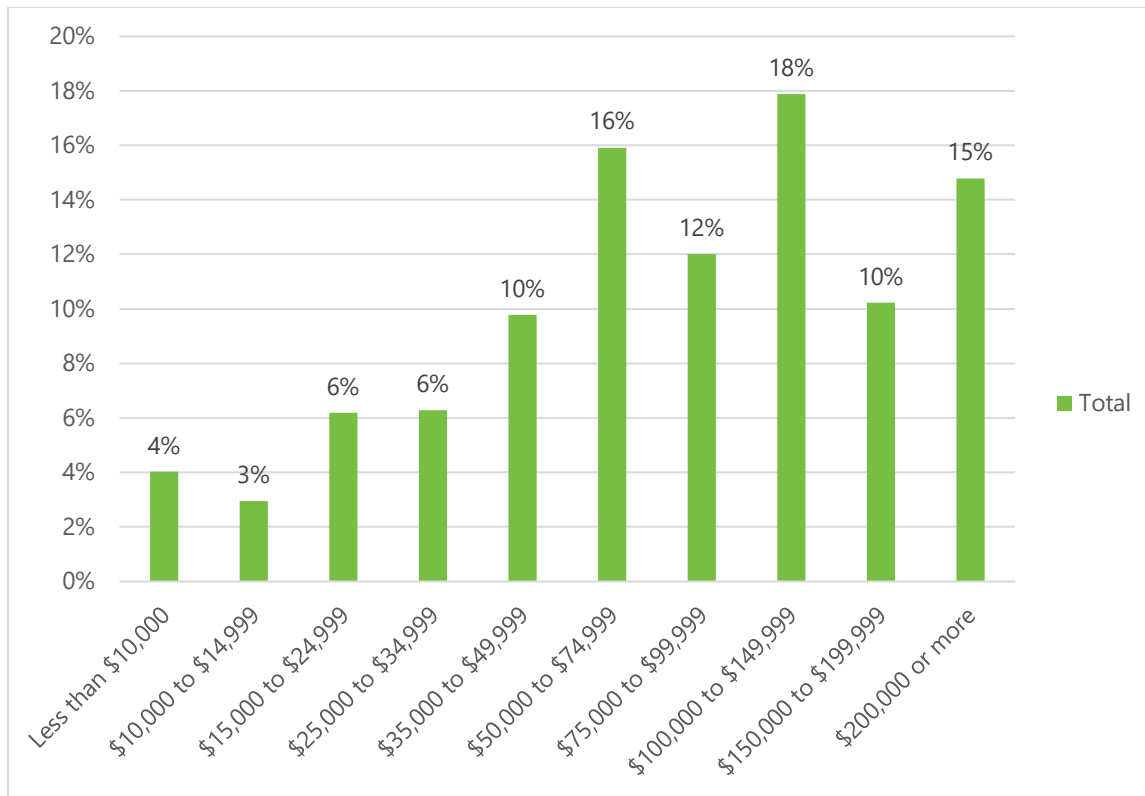


Table 21 – ACS 2019 Income

Income Bracket	Percentage
Less than \$10,000	4%
\$10,000 to \$14,999	3%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	6%
\$35,000 to \$49,999	10%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	12%
\$100,000 to \$149,999	18%
\$150,000 to \$199,999	10%
\$200,000 or more	15%

2.3.4 Question 24

Race or ethnic background

Analyzing the racial and ethnic demographics of the region is complicated by the lack of direct comparability with the categories used by the ACS and this survey. For example, the survey lists Asian and Pacific Islanders together, while the ACS lists them as separate options. For this reason, the survey results data for those categories was left blank in the table below. The ACS also discerns between selecting one race/origin alone and selecting multiple races, while this survey did not. In the ACS respondents are asked to ask their race and ethnic origin as separate categories. However, in this survey respondents are not asked to make that distinction. The full ACS data set can be found in Section A.3 of **Appendix A**.

The respondents were mostly White (77%), followed by Hispanic or Latinx (16%). The survey respondents were disproportionately White compared with the demographics of the region (44% White alone, 40% Hispanic or Latinx, 60% not Hispanic or Latinx). This could partly be explained by the difference in data collection between the survey and the ACS mentioned above.

Figure 23 – Survey Respondent Race and Ethnicity

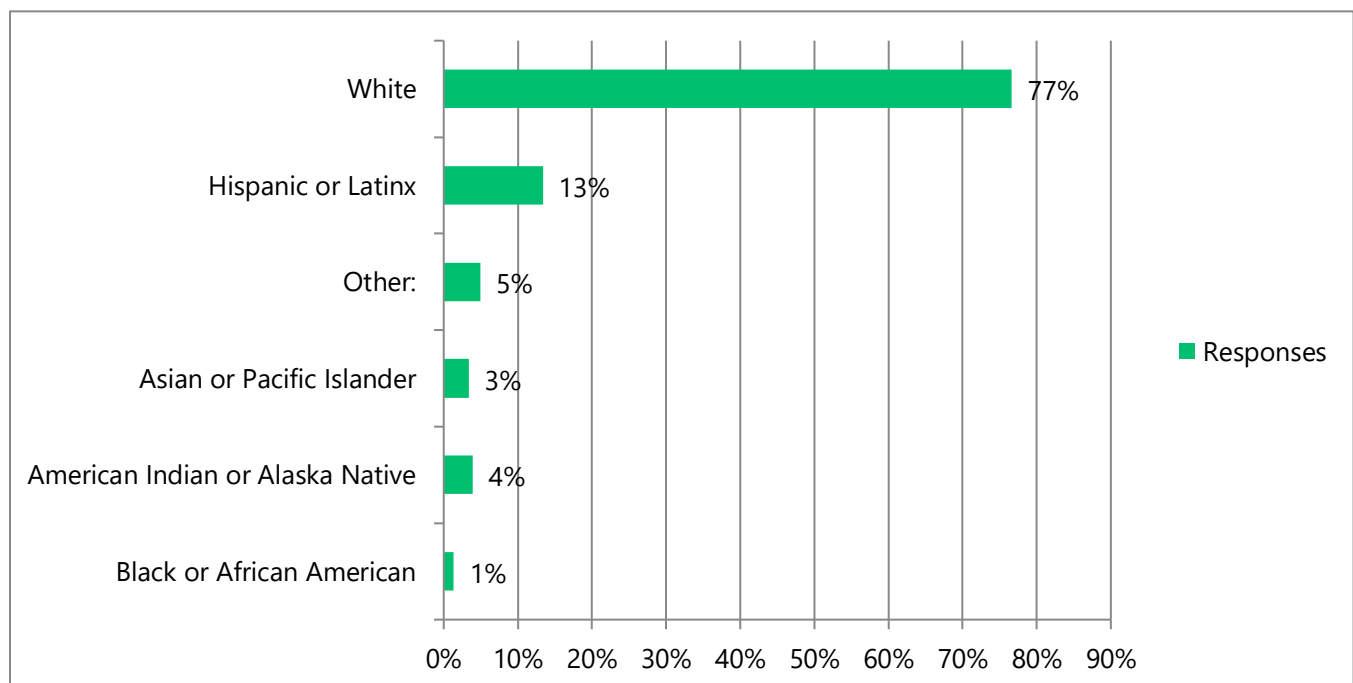


Table 22 – Survey Respondent Race and Ethnicity

Answer Choices	Responses	
White	77%	454
Hispanic or Latinx	16%	92
Asian or Pacific Islander	3%	20
Black or African American	1%	7
American Indian or Alaska Native	2%	10
Other:	5%	29
Answered		591
Skipped		209

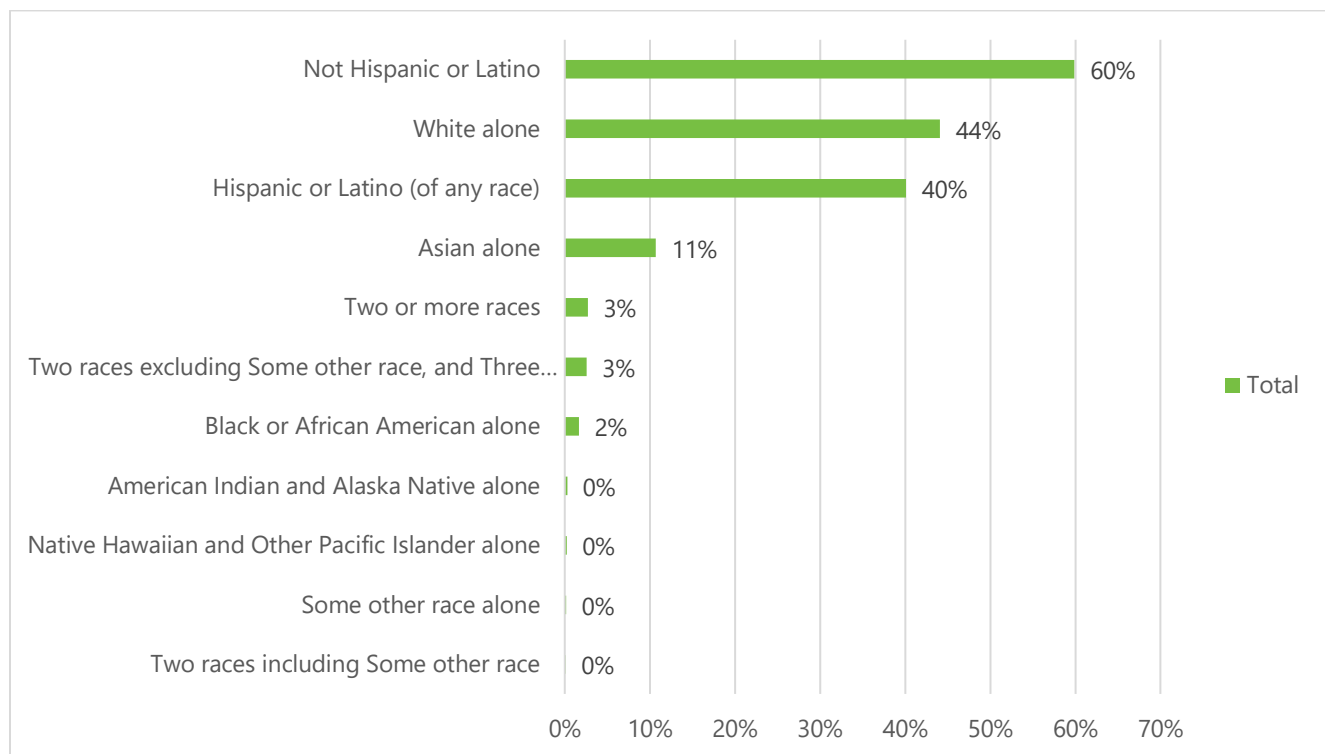
Figure 24 – ACS 2019 Race and Ethnicity


Table 23 – ACS 2019 Race and Ethnicity

Race or Ethnicity	Percentage
Not Hispanic or Latino	60%
White alone	44%
Hispanic or Latino (of any race)	40%
Asian alone	11%
Black or African American alone	2%
American Indian and Alaska Native alone	0%
Native Hawaiian and Other Pacific Islander alone	0%
Some other race alone	0%
Two or more races	3%
Two races excluding Some other race, and Three or more races	3%
Two races including Some other race	0%

2.3.5 Question 25

Gender

Figure 25 – Gender

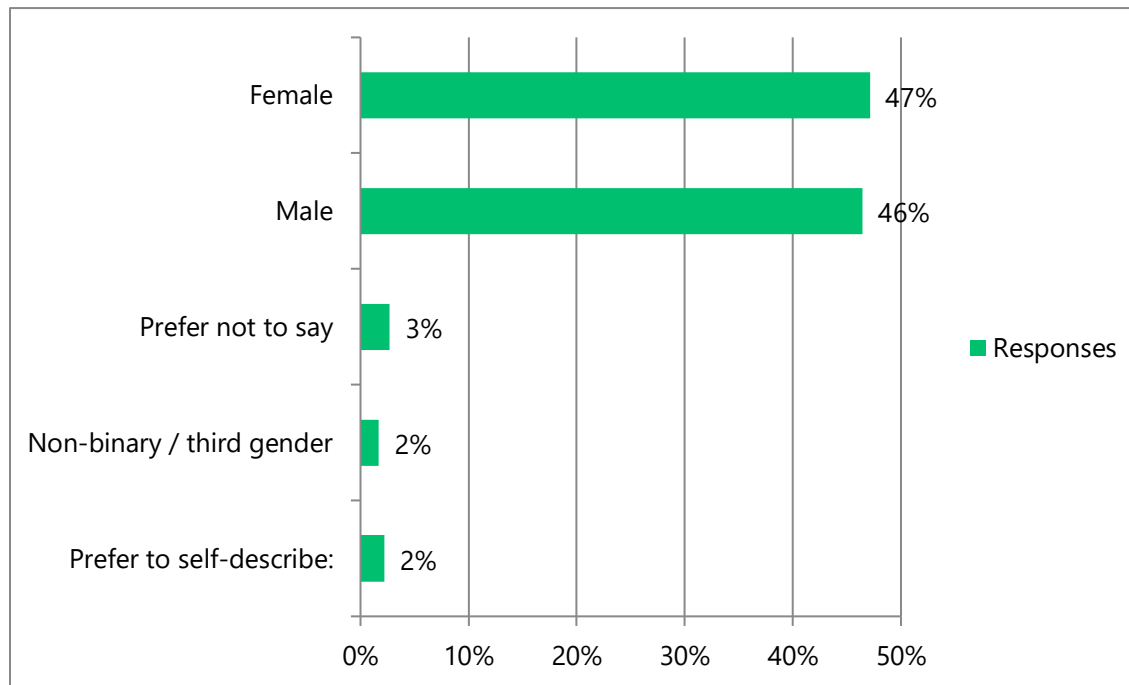


Table 24 – Gender

Answer Choices	Responses	
Female	49%	288
Male	47%	279
Non-binary / third gender	1%	6
Prefer not to say	3%	16
Prefer to self-describe:	1%	4
Answered		592
Skipped		208

2.3.6 Question 26

Do you identify as transgender?

Figure 26 – Transgender Status

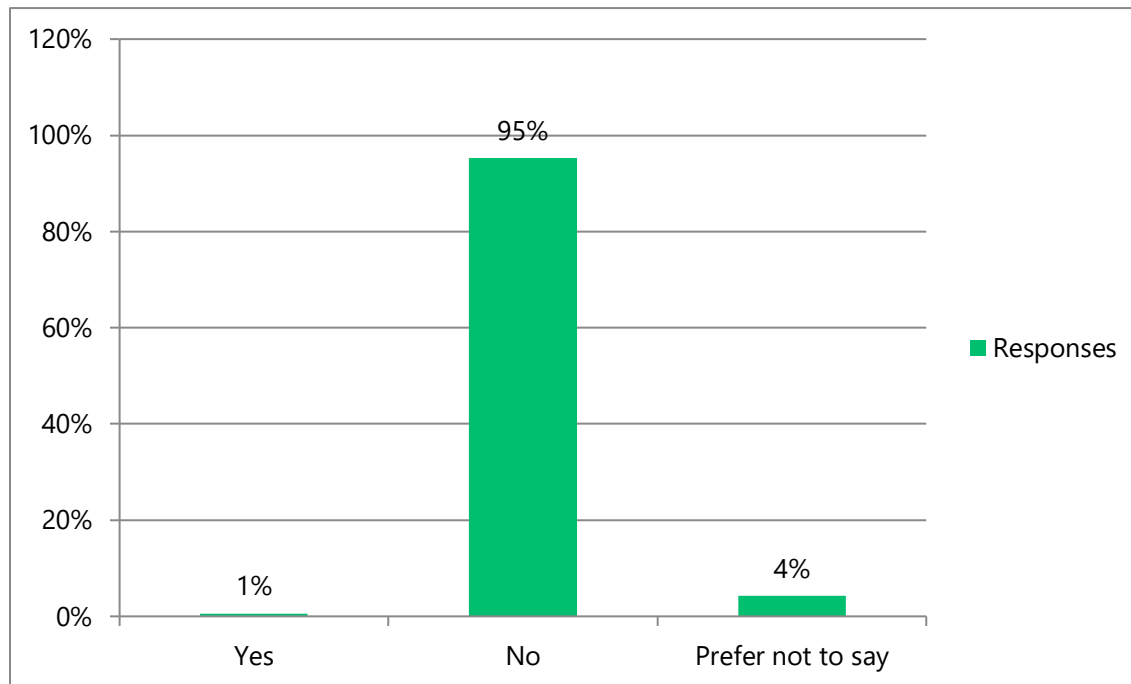


Table 25 – Transgender Status

Answer Choices		Responses	
Yes		1%	3
No		95%	542
Prefer not to say		4%	24
Answered			569
Skipped			231

APPENDIX A – REGIONAL DEMOGRAPHICS

The data in this appendix is sourced from the US Census Bureau’s 2019 ACS. The demographics of the five-county study area (Monterey, San Benito, Santa Clara, Santa Cruz, and San Luis Obispo Counties) are summarized in the tables below. The data is broken down into three categories: race and ethnicity, income, and age. This data is included to provide a regional context for the results of the survey presented in the body of this memorandum. Each county is presented in a separate column. The final column shows the average of all counties in the region.

A.1 Age

<u>Monterey County</u>		<u>Santa Cruz County</u>		<u>San Luis Obispo</u>	
Bracket	Percentage	Bracket	Percentage	Bracket	Percentage
Under 5 years	7.1	Under 5 years	5	Under 5 years	4.7
5 to 9 years	7.2	5 to 9 years	5.4	5 to 9 years	4.4
10 to 14 years	7.7	10 to 14 years	5.3	10 to 14 years	5.3
15 to 19 years	6.9	15 to 19 years	8.7	15 to 19 years	7.9
20 to 24 years	7.3	20 to 24 years	9.7	20 to 24 years	10.8
25 to 34 years	14.2	25 to 34 years	12.3	25 to 34 years	11.6
35 to 44 years	13.1	35 to 44 years	11.6	35 to 44 years	10.7
45 to 54 years	11.7	45 to 54 years	12.2	45 to 54 years	10.7
55 to 59 years	5.6	55 to 59 years	6.6	55 to 59 years	6.6
60 to 64 years	5.5	60 to 64 years	6.8	60 to 64 years	7.1
65 to 74 years	7.9	65 to 74 years	10.7	65 to 74 years	12.5
75 to 84 years	3.8	75 to 84 years	4.4	75 to 84 years	5.5
85 years and over	1.9	85 years and over	1.4	85 years and over	2.3
Under 18 years	26.2	Under 18 years	19.2	Under 18 years	17.5
62 years and over	17.2	62 years and over	20.7	62 years and over	24.7
65 years and over	13.7	65 years and over	16.5	65 years and over	20.3

[Source: US Census Bureau ACS 2019](#)

<u>Santa Clara County</u>		<u>San Benito</u>		<u>All Counties (Avg %)</u>	
Bracket	Percentage	Bracket	Percentage	Bracket	Percentage
Under 5 years	5.9	Under 5 years	6.6	Under 5 years	5.86
5 to 9 years	5.7	5 to 9 years	7	5 to 9 years	5.94
10 to 14 years	6.6	10 to 14 years	7.9	10 to 14 years	6.56
15 to 19 years	5.9	15 to 19 years	7.5	15 to 19 years	7.38
20 to 24 years	6.2	20 to 24 years	6.9	20 to 24 years	8.18
25 to 34 years	16.2	25 to 34 years	13.3	25 to 34 years	13.52
35 to 44 years	14.4	35 to 44 years	12.9	35 to 44 years	12.54
45 to 54 years	13.8	45 to 54 years	13.7	45 to 54 years	12.42
55 to 59 years	6.2	55 to 59 years	6.5	55 to 59 years	6.3
60 to 64 years	5.6	60 to 64 years	5.6	60 to 64 years	6.12
65 to 74 years	7.5	65 to 74 years	7.2	65 to 74 years	9.16
75 to 84 years	4	75 to 84 years	3.4	75 to 84 years	4.22
85 years and over	1.9	85 years and over	1.5	85 years and over	1.8
Under 18 years	21.9	Under 18 years	26.3	Under 18 years	22.22
62 years and over	16.8	62 years and over	15.5	62 years and over	18.98
65 years and over	13.5	65 years and over	12.1	65 years and over	15.22

[Source: US Census Bureau ACS 2019](#)

A.2 Income

<u>Monterey County</u>		<u>Santa Cruz County</u>		<u>San Luis Obispo</u>	
Bracket	Percentage	Bracket	Percentage	Bracket	Percentage
Less than \$10,000	3.5	Less than \$10,000	5.3	Less than \$10,000	6.4
\$10,000 to \$14,999	3	\$10,000 to \$14,999	3	\$10,000 to \$14,999	3
\$15,000 to \$24,999	7.3	\$15,000 to \$24,999	7.2	\$15,000 to \$24,999	6.7
\$25,000 to \$34,999	8.5	\$25,000 to \$34,999	6	\$25,000 to \$34,999	6.6
\$35,000 to \$49,999	11.4	\$35,000 to \$49,999	9.4	\$35,000 to \$49,999	11
\$50,000 to \$74,999	19	\$50,000 to \$74,999	13.6	\$50,000 to \$74,999	18.3
\$75,000 to \$99,999	13.5	\$75,000 to \$99,999	11.3	\$75,000 to \$99,999	12
\$100,000 to \$149,999	16.3	\$100,000 to \$149,999	16.9	\$100,000 to \$149,999	17.5
\$150,000 to \$199,999	8.1	\$150,000 to \$199,999	10.7	\$150,000 to \$199,999	9.3
\$200,000 or more	9.5	\$200,000 or more	16.6	\$200,000 or more	9.2
Median income (dollars)	70681	Median income (dollars)	86941	Median income (dollars)	71148
Mean income (dollars)	100358	Mean income (dollars)	119608	Mean income (dollars)	96520

[Source: US Census Bureau ACS 2019](#)

Santa Clara County		San Benito		All Counties (Avg %)	
Bracket	Percentage	Bracket	Percentage	Bracket	Percentage
Less than \$10,000	3.2	Less than \$10,000	1.7	Less than \$10,000	4.02
\$10,000 to \$14,999	2.4	\$10,000 to \$14,999	3.3	\$10,000 to \$14,999	2.94
\$15,000 to \$24,999	4.4	\$15,000 to \$24,999	5.3	\$15,000 to \$24,999	6.18
\$25,000 to \$34,999	4	\$25,000 to \$34,999	6.3	\$25,000 to \$34,999	6.28
\$35,000 to \$49,999	6.2	\$35,000 to \$49,999	10.9	\$35,000 to \$49,999	9.78
\$50,000 to \$74,999	10.7	\$50,000 to \$74,999	18	\$50,000 to \$74,999	15.92
\$75,000 to \$99,999	9.6	\$75,000 to \$99,999	13.6	\$75,000 to \$99,999	12
\$100,000 to \$149,999	17	\$100,000 to \$149,999	21.7	\$100,000 to \$149,999	17.88
\$150,000 to \$199,999	13	\$150,000 to \$199,999	10	\$150,000 to \$199,999	10.22
\$200,000 or more	29.5	\$200,000 or more	9.1	\$200,000 or more	14.78
Median income (dollars)	126606	Median income (dollars)	81977	Median income (dollars)	87470.6
Mean income (dollars)	170966	Mean income (dollars)	101057	Mean income (dollars)	117701.8

[Source: US Census Bureau ACS 2019](#)

A.3 Race and Ethnicity

<u>Monterey County</u>		<u>Santa Cruz County</u>	
Race/Origin	Percentage	Race/Origin	Percentage
Hispanic or Latino (of any race)	59.1	Hispanic or Latino (of any race)	34.1
Not Hispanic or Latino	40.9	Not Hispanic or Latino	65.9
White alone	29.5	White alone	56.6
Black or African American alone	2.5	Black or African American alone	1
American Indian and Alaska Native alone	0.2	American Indian and Alaska Native alone	0.2
Asian alone	5.6	Asian alone	4.7
Native Hawaiian and Other Pacific Islander alone	0.5	Native Hawaiian and Other Pacific Islander alone	0
Some other race alone	0	Some other race alone	0.2
Two or more races	2.5	Two or more races	3.2
Two races including Some other race	0.1	Two races including Some other race	0.1
Two races excluding Some other race, and Three or more races	2.4	Two races excluding Some other race, and Three or more races	3

[Source: US Census Bureau ACS 2019](#)

<u>San Luis Obispo</u>		<u>Santa Clara County</u>	
Race/Origin	Percentage	Race/Origin	Percentage
Hispanic or Latino (of any race)	22.8	Hispanic or Latino (of any race)	25.3
Not Hispanic or Latino	77.2	Not Hispanic or Latino	74.7
White alone	68.5	White alone	30.9
Black or African American alone	1.7	Black or African American alone	2.4
American Indian and Alaska Native alone	0.5	American Indian and Alaska Native alone	0.2
Asian alone	3.4	Asian alone	37
Native Hawaiian and Other Pacific Islander alone	0.1	Native Hawaiian and Other Pacific Islander alone	0.3
Some other race alone	0.3	Some other race alone	0.2
Two or more races	2.8	Two or more races	3.6
Two races including Some other race	0.1	Two races including Some other race	0.2
Two races excluding Some other race, and Three or more races	2.7	Two races excluding Some other race, and Three or more races	3.4

[Source: US Census Bureau ACS 2019](#)

<u>San Benito</u>		<u>All Counties (Avg %)</u>	
Race/Origin	Percentage	Race/Origin	Percentage
Hispanic or Latino (of any race)	59.3	Hispanic or Latino (of any race)	40.12
Not Hispanic or Latino	40.7	Not Hispanic or Latino	59.88
White alone	35	White alone	44.1
Black or African American alone	0.7	Black or African American alone	1.66
American Indian and Alaska Native alone	0.3	American Indian and Alaska Native alone	0.28
Asian alone	2.9	Asian alone	10.72
Native Hawaiian and Other Pacific Islander alone	0.1	Native Hawaiian and Other Pacific Islander alone	0.2
Some other race alone	0.1	Some other race alone	0.16
Two or more races	1.5	Two or more races	2.72
Two races including Some other race	0.1	Two races including Some other race	0.12
Two races excluding Some other race, and Three or more races	1.4	Two races excluding Some other race, and Three or more races	2.58

[Source: US Census Bureau ACS 2019](#)