



NORTH COAST CONNECTED

RETHINK YOUR ROUTE



Project Overview

- * Collaboration between SANDAG, CivicSpark, Del Mar, Encinitas, and Solana Beach
- * Reduce traffic, parking issues, and CO2 emissions
- * Promote alternative (non-vehicle commuting) through residential outreach
- * Survey residents, offer suggestions+incentives
- * Follow up to see if residents have changed habits



STEPS

Identity

Locations

Materials

Outreach

Follow up

Analysis

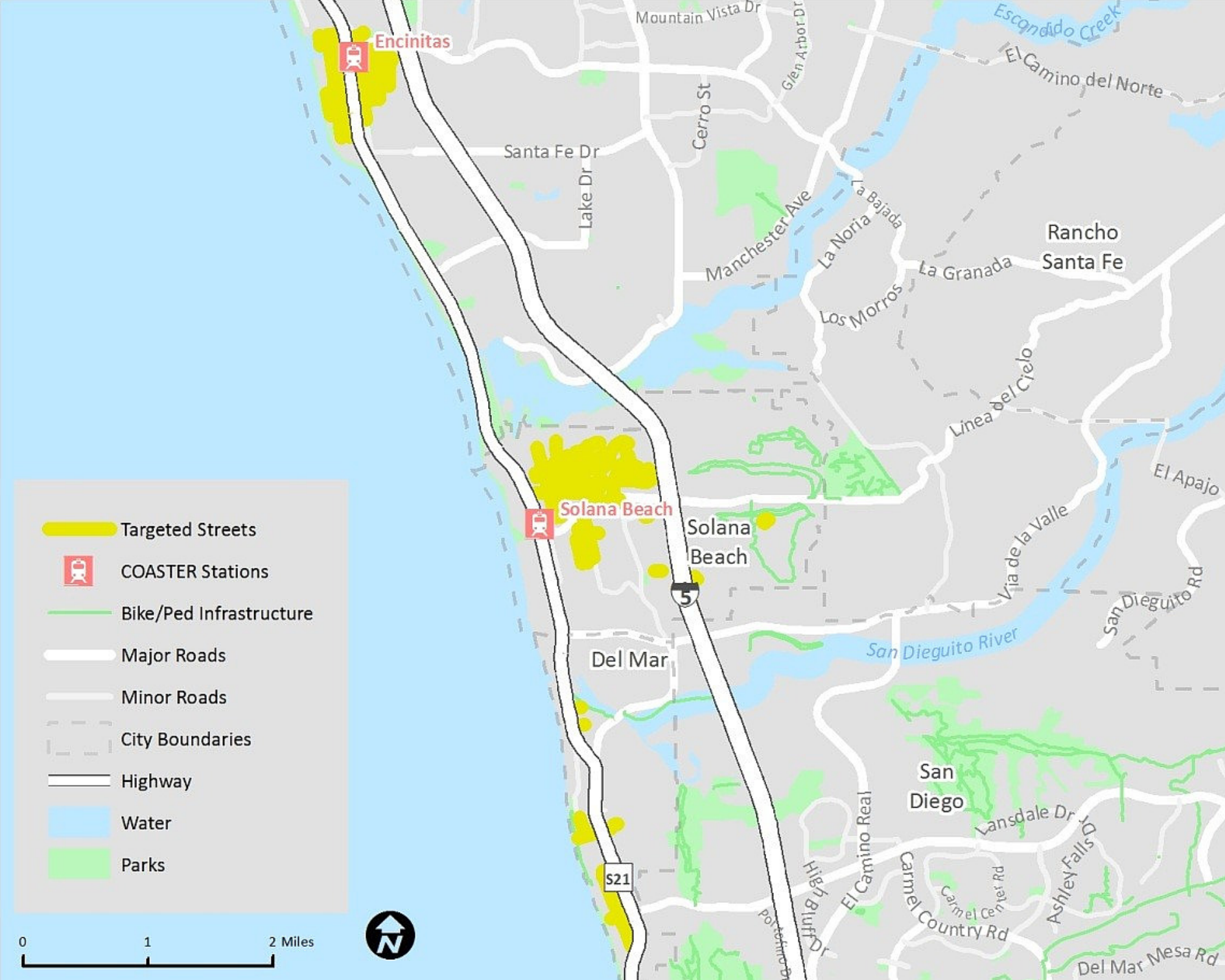
NORTH COAST CONNECTED



North Coast Connected

Rethink Your Route







Transit		
Coaster Schedule Pocket Sized		
Transit Map Regional		
Trolley Route Pocket Guide		
NCTD System Map for public transit		
Flex Service print out		
101 Bus Route print out		
Coaster or Breeze/Sprinter Pass		
PRE VISIT: USE OF DIFFERENT TYPES OF TRANSPORTATION		
	7 days a week	
Drive alone		
Carpool		
Vanpool		
Bus		
Train/Trolley		
Bike		
Walk		
Other (please state)		
PARTICIPANT INFORMATION		
First Name	Last name	



**RESIDENTIAL
OUTREACH**



Table 3.1: Engagement Outcomes for All Project Areas

Outcomes	Number of Households	% of total households contacted
Total households visited	1,133	
Contacted households	403	38%
Participants	242*	21%
Non-participants	174	16%
No contact after three attempts	669	62%

Outcomes	City of Del Mar	%	City of Solana Beach	%	City of Encinitas	%
Total households visited	462		257		353	
Contacted households	127	27%	120	47%	156	44%
Participants	78	17%	70	27%	81	23%
Non-participants	49	11%	50	19%	75	21%
No contact after three attempts	335	73%	137	53%	197	56%

3.1: Age of participants

Under

16

1%

Approximate Age

16 - 24

5%

75 +

11%

64 - 74

11%

54 - 64

8%

44 - 54

21%

34 - 44

22%

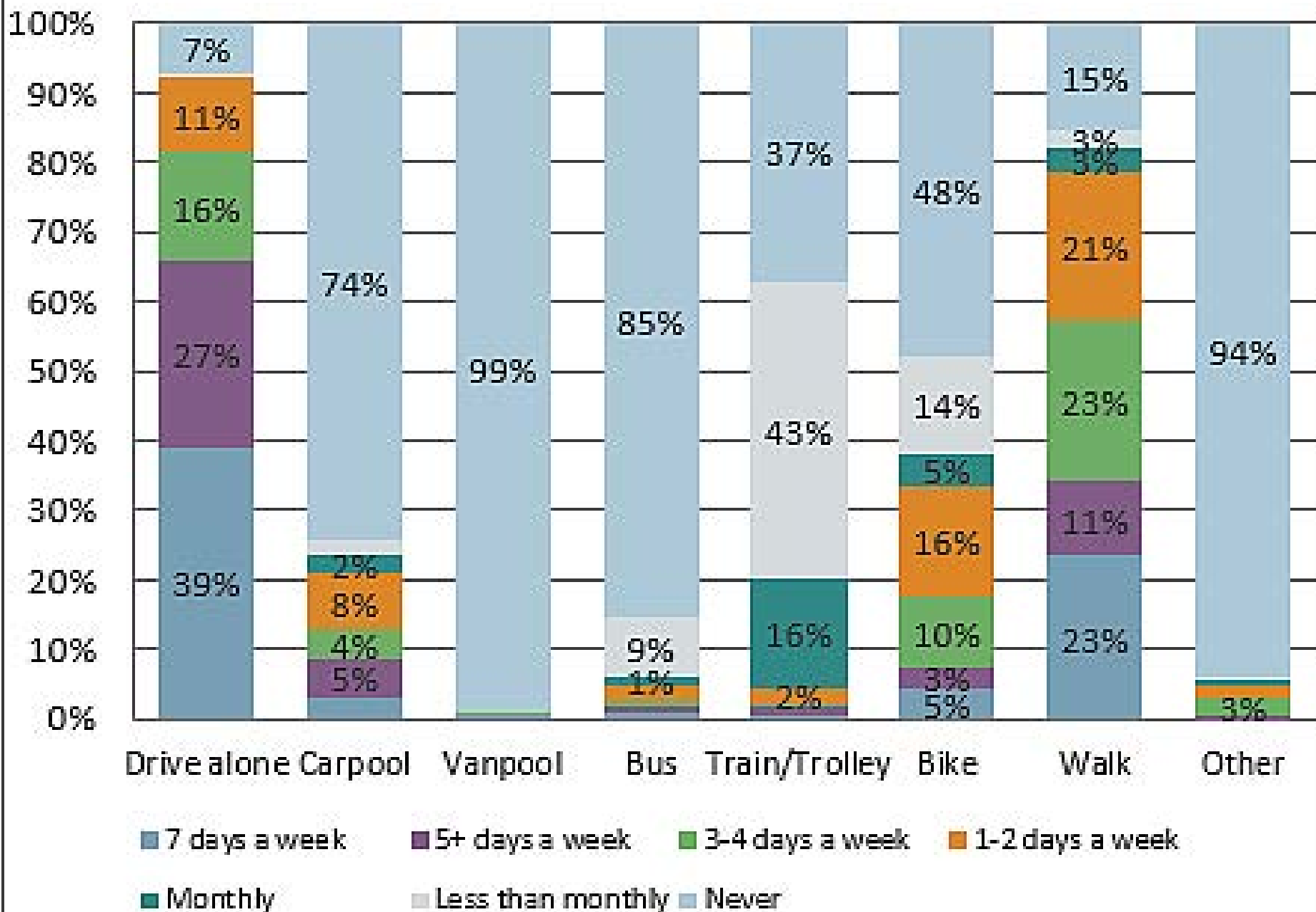
24 - 34

21%

* Majority of participants ranged from their mid-20's to mid 50's.

* There were slightly more male (56%) than female (44%) participants.

Travel Modes and Frequencies

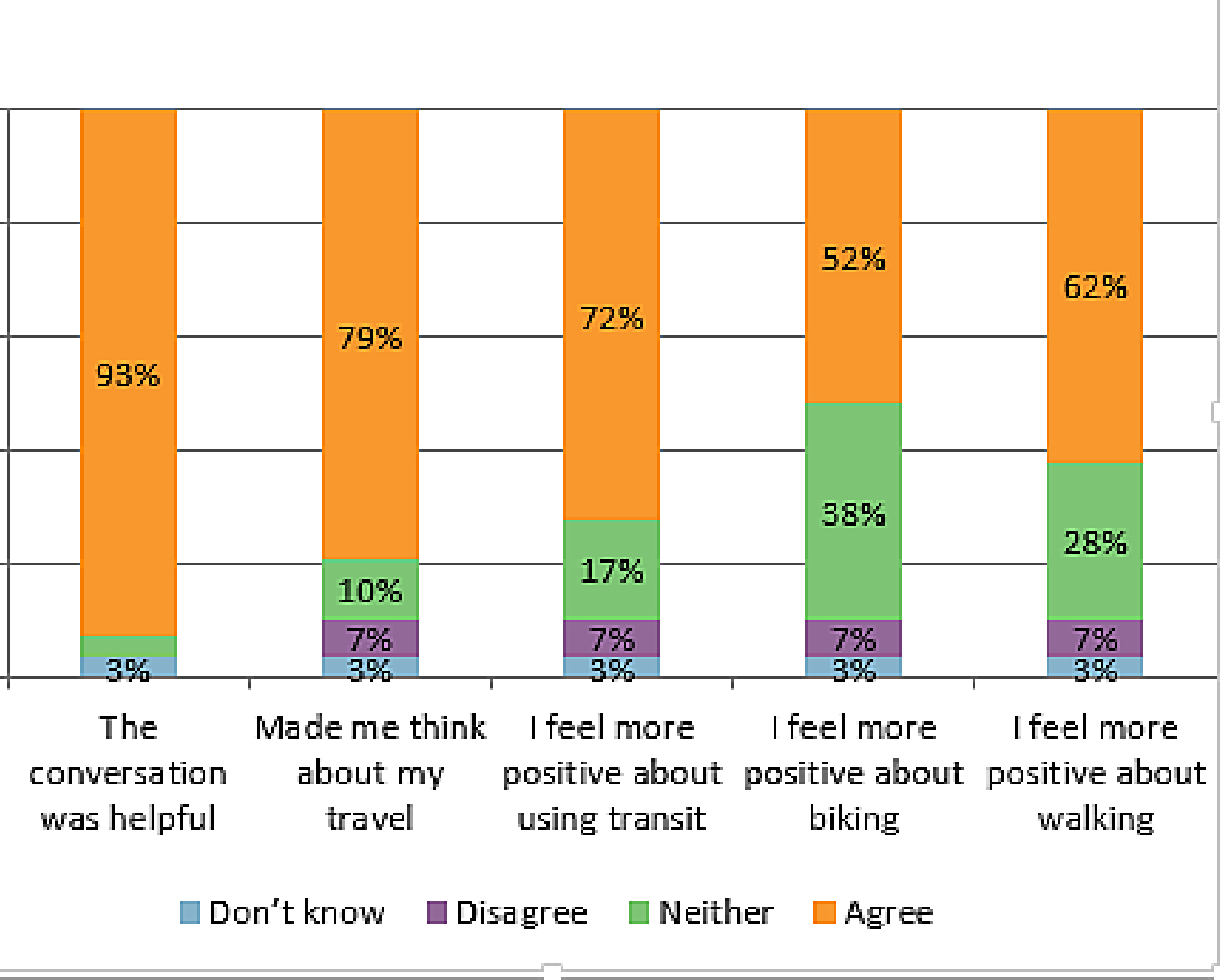


Key Takeaways

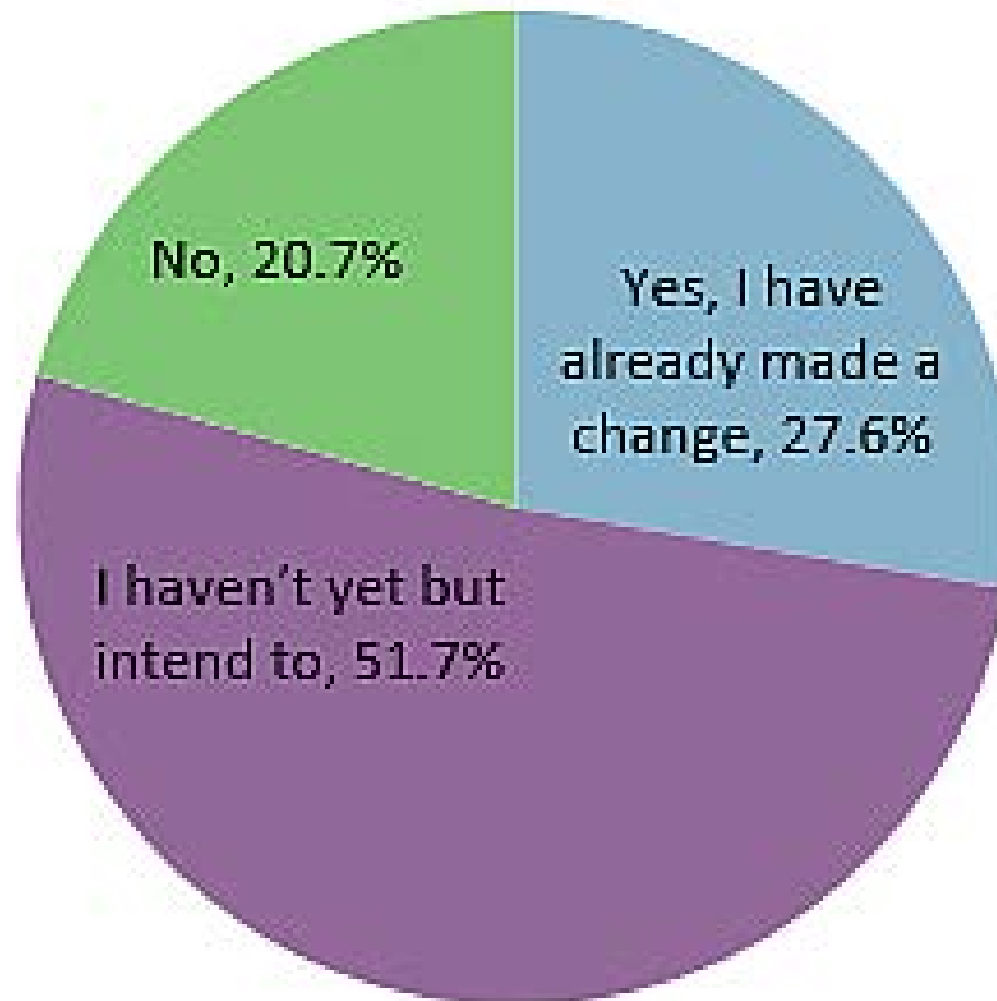
- * 66% drive alone 5 days/week or more
- * 34% bike at least 1 day/week
- * 43% have never taken the train and 37% less than monthly (total of 80%)
- * 85% have never taken the bus
- * 78% walk at least 1 day/week
- * 34 % walk every day or at least 5 days/week

Follow up Surveys

- * Follow up surveys were attempted to be given to any resident who provided a contact (phone or email).
- * Surveys were conducted within 8 weeks of the original visit.
- * A total of 34 people completed the follow up survey for a total of 14% of all participants (241).



Have you changed anything about the way you travel?



Examples of Changes in Behavior

- * Joanie-Encinitas: takes Coaster+Trolley 2/week for acupuncture class
- * Marlin-Encinitas: rides his bike to work now
- * Michael-Solana Beach: has kids use FLEX service when him/his wife are unavailable
- * Mary Kathryn: will take the bus to the Coaster station from now on



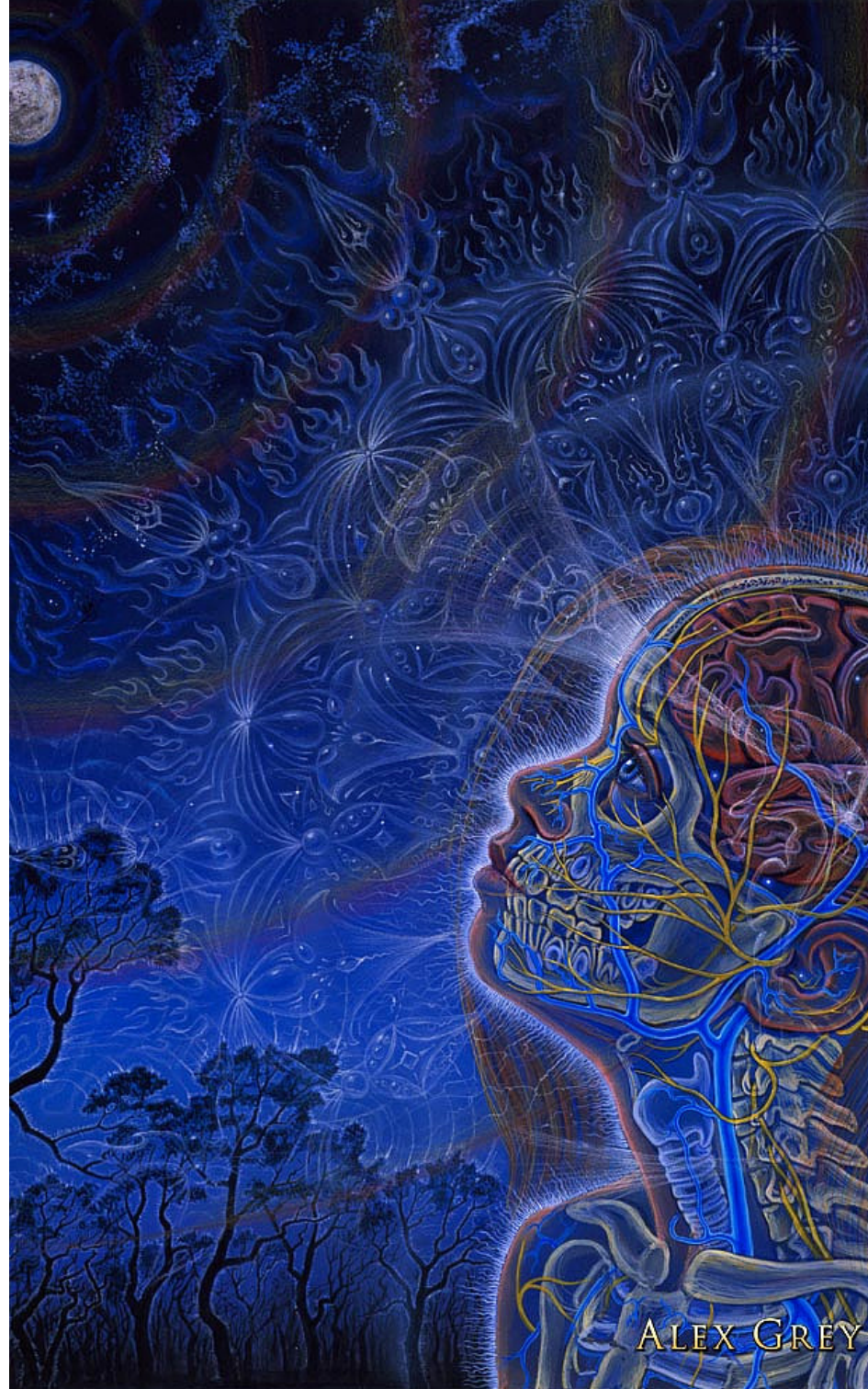
Participant Feedback

- * Residents want later Coaster times
- * Many enjoy taking the Coaster downtown for Padres games. Avoid traffic+parking problems
- * More express buses to popular destinations (takes too long at the moment)
- * Run the FLEX at night. Would be popular among those who were out drinking. Compete w/Uber+Lyft
- * More walk+bike only lanes/trails. Sidewalks along Encinitas Blvd. and more crosswalks over railroad.



Lessons Learned

- * Always get a phone contact over an email for a follow up survey!
- * Weekday evenings from 4-7 pm and weekends from 9:30 am-2 pm were most successful for outreach.
- * Multi family homes+apartments complexes were great targets
- * Having free public transit passes really helped. Makes the whole process much more practical.



ALEX GREY