

ATTACHMENT D

Community Outreach

The following outreach efforts were conducted in the preparation of the Civic Center Parking Analysis report:

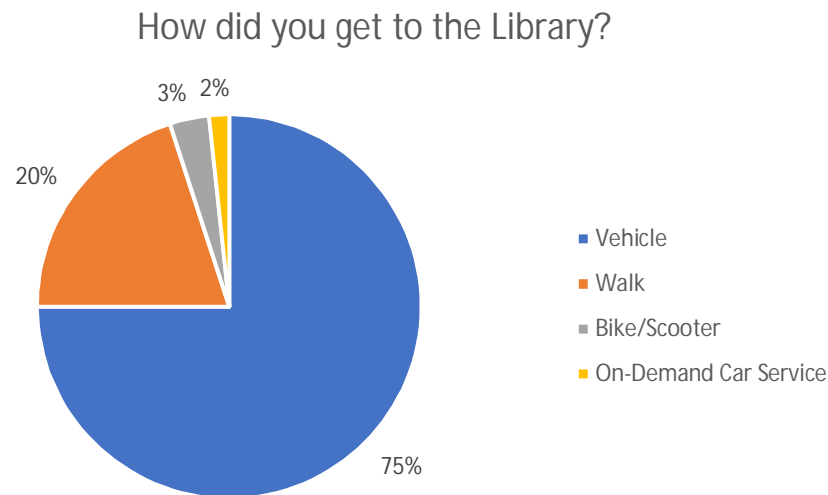
- In October 2019, a Library patron intercept survey was conducted to understand the travel patterns of the patrons. This survey had 60 participants.
- In March 2019, an employee survey was administered to gauge interest in a complimentary or low-cost City shuttle to reduce vehicle trips. This survey focused on demographic data and how a City shuttle might be used. This survey had 220 responses.
- In August 2019, a City employee survey was administered to better understand commuter travel patterns of the City employees. This survey focused on employee demographics, vehicle ownership, commute methods, and work schedules. This survey had 72 employee responses.
- In March 2020, a supplemental online survey was administered to City Hall and Library employees that focused on the willingness of employees to utilize alternative modes of transportation, with the goal to reduce parking demands of single occupancy vehicle commuters. This survey had 85 employee responses.

Detailed information regarding the survey questions and responses has been provided below.

PATRON SURVEYS

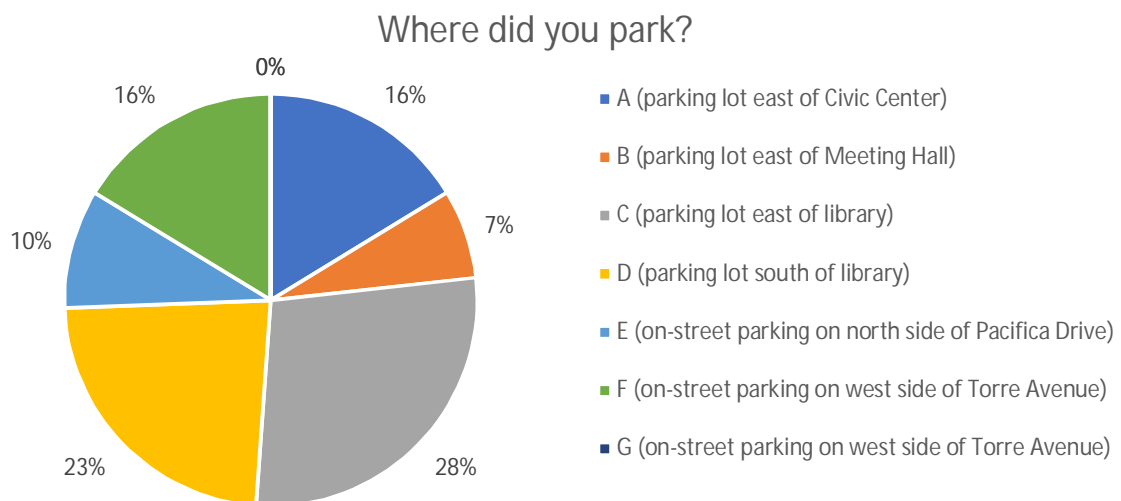
PATRON INTERCEPT SURVEY

QUESTION 1 HOW DID YOU GET TO THE LIBRARY?



Respondents show that using a personal vehicle to get to the Library was the most popular choice, followed by walking and then biking. No respondents reported using public transportation of any kind to get to the Library and some even commented that they obviously drove to the Library because there is no public transit option.

QUESTION 2 WHERE DID YOU PARK?

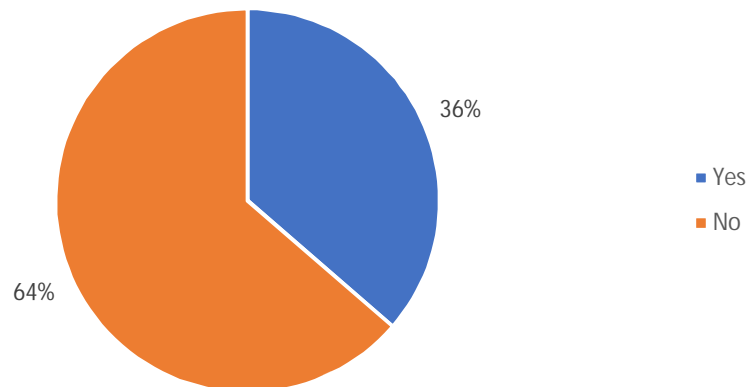


Parking was identified by Zone to survey respondents. Zones A and B mostly service the needs of the City Hall and Community Hall, and Zones C and D service the needs of the Library. Zones E, F, G and H are on-street parking areas. These zones range in size from 12 parking spaces to 114 parking spaces, as noted previously in **Figure 3**. Only 51 percent of the Library patron respondents who drove to the Library were

able to park in the Library section of the parking lot. Another 23 percent reported parking in the City Hall lot, leaving 26 percent who used on-street parking.

QUESTION 3 DID YOU HAVE TROUBLE FINDING PARKING?

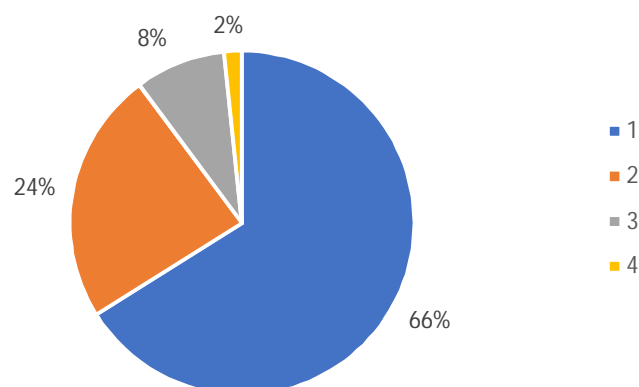
Did you have trouble finding parking?



36 percent of respondents reported having trouble finding parking. This corresponds well with the results of question 2 where 26 percent of respondents couldn't find a space in the parking lot. During the survey some vehicles were observed circling the parking lot looking for a spot.

QUESTION 4 HOW MANY PEOPLE DID YOU TRAVEL WITH?

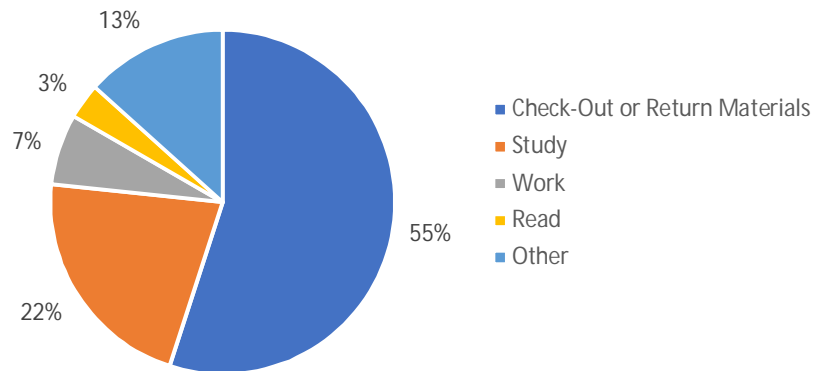
How many people did you travel with to the Library (including yourself)?



66 percent of survey respondents traveled to the Library alone. The largest group size from respondents was 4 (1 response). The average group size of respondents was 1.5 people per group.

QUESTION 5 WHAT IS THE MAIN PURPOSE OF YOUR VISIT?

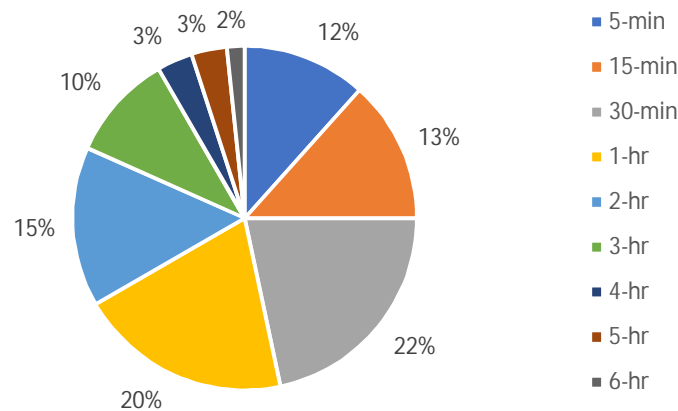
What is the main purpose of your visit to the library?



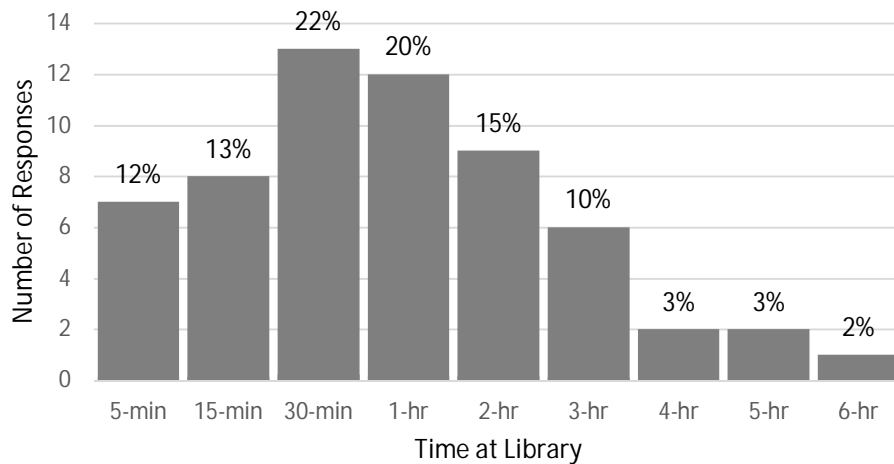
The most popular reason to be at the Library was to checkout or return materials. This consisted of over half of the respondents. Other reasons for traveling to the Library are for a scheduled event, to study, to work, to read, to renew a Library card, to share religious beliefs, to purchase food, to use the internet, to play, to seek employment, and to participate in City Council events at the Community Hall.

QUESTION 6 HOW LONG DO YOU PLAN TO BE AT THE LIBRARY?

How long do you plan to be at the library today (hours)?



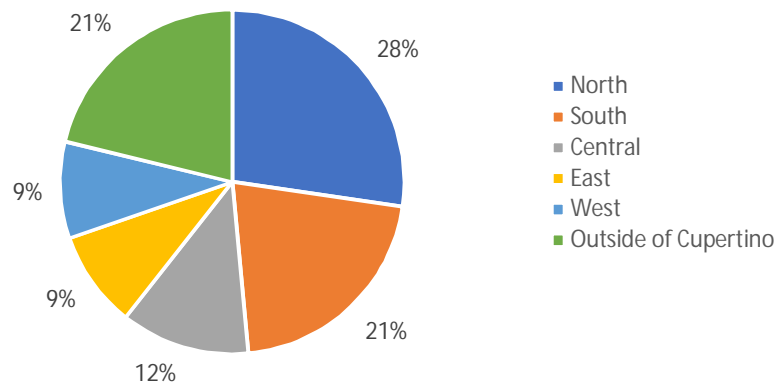
How long do you plan to be at the library today?



22 percent of respondents reported a planned stay of half an hour, and another 20 percent reported a planned stay of one hour. The average stay of survey respondents was 1.35 hours. The longest reported stay was 6 hours and the shortest reported stay was less than 5 minutes.

QUESTION 7 WHAT PART OF CUPERTINO DID YOU START YOUR JOURNEY?

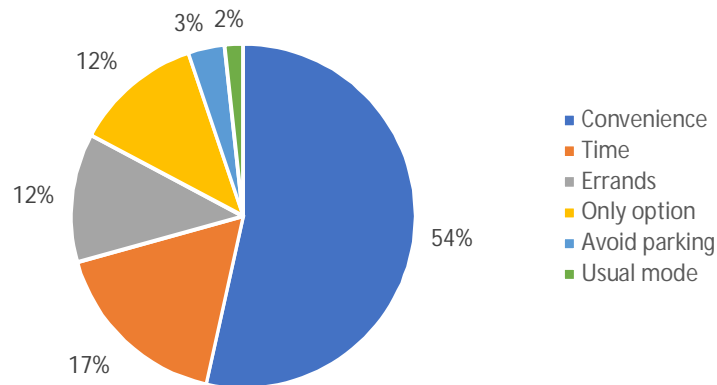
What part of Cupertino did you start your journey from?



79 percent of respondents reported beginning their journey to the Library in Cupertino. The majority of the patrons coming from within Cupertino indicated that they traveled from the north and south to get to the Library, with fewer reporting that they travel from the east and west. 21 percent of respondents were traveling from outside of Cupertino to the Library. These respondents reported traveling from work, or other activities to the Library before heading home for the night. Others reported that they were not residents of Cupertino but preferred the Cupertino Library to other locations for reading or studying.

QUESTION 8 WHAT IS THE MAIN REASON YOU CHOOSE YOUR MODE OF TRANSPORTATION?

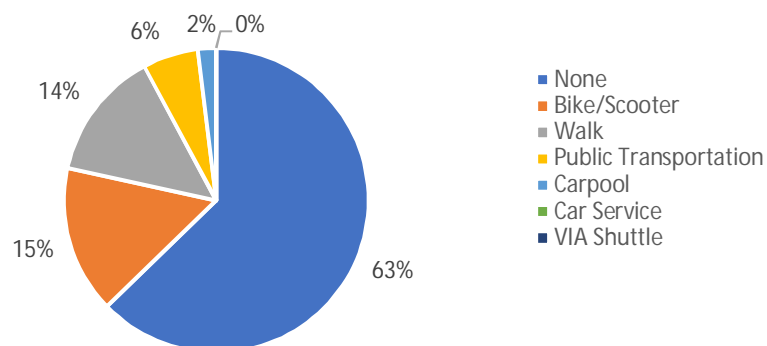
What is the main reason you choose your mode of transportation?



54 percent of respondents chose the mode of transportation that was most convenient option available to them. 17 percent of respondents chose the mode of transportation that would take the least amount of time. No respondents indicated that cost of travel was their deciding factor in choosing their mode of travel.

QUESTION 9 WHAT OTHER TRANSPORTATION WOULD YOU CHOOSE?

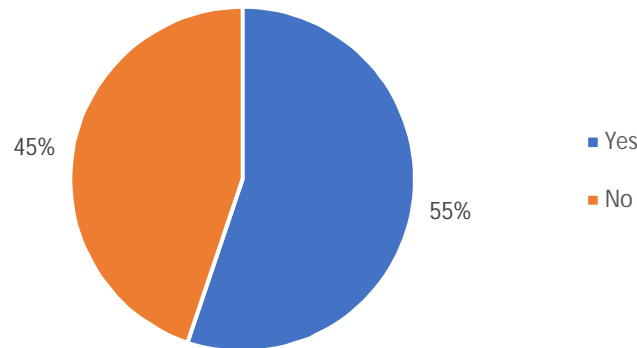
Excluding a personal vehicle, what other transportation would you choose to travel to the library?



63 percent of respondents would not have traveled to the Library without the use of their personal vehicle. Of respondents who were willing to select a new mode of transportation to the Library, the most popular choice was to walk or bike. Despite the VIA shuttle being an option for respondents to choose, many were unfamiliar with the service, as it had not started yet, and so did not consider it as a viable alternative.

QUESTION 10 WOULD YOU TAKE A NO COST TRAVEL ALTERNATIVE?

If there was a no cost option to travel to the Library within the City limits, would you take it?



55 percent of survey respondents would be interested in a no cost option to travel to the Library. Many respondents indicated that this option would only be useful if it picked up/dropped off close to their homes or schools during the times they wanted to travel to and from the Library.

OTHER COMMENTS

Survey respondents were also asked to provide any other comments on Library parking or Library operations in general. The following is a list of all additional comments made by respondents:

- I would take a shuttle if it was handy/close to my home. (6 respondents)
- I usually have trouble finding parking. (5 respondents)
- I usually come to the Library when I am already out of the house. (3 respondents)
- I live too far away to walk. (2 respondents)
- I also came to charge my electric vehicle.
- A no cost shuttle would be a waste of money.
- Many people park in the drop-off stalls and stay longer than 4 minutes.
- I plan my visit to the Library around the off-peak to avoid the crowds.
- I got dropped off at the Library because there is no parking.
- The Library should work out a shared parking agreement with surrounding condos.
- When I want to come to the Library and study for a long time there is no parking.

EMPLOYEE AND RESIDENT SURVEYS

EMPLOYEE COMMUTER TRAVEL SURVEY

In March 2019, in an effort to gauge interest in a complimentary or low-cost City Shuttle to reduce vehicle trips, a survey was made available through the City website for City residents and employees. This survey focused on demographic data and how a City shuttle might be used. This survey had over 200 responses. Relevant findings to this study include:

- 86 percent of respondents use an Automobile as their primary form of transportation, with Bike (2%), Transit (5%), Walking (5%), and Other (2%) making up the other options.
- 56 percent of respondents never use VTA for transportation while other respondents Rarely (27%), Sometimes (12%), and Very Often (5%) use VTA.
- In general, “Destination and Frequency of a Cupertino Shuttle service” is more important than user experience and speed although each of these is important to some degree.
- The Library, Caltrain Station, Main Street, and De Anza College are the most requested destinations for a City Shuttle. Other requests include the senior center, Apple, grocery stores, hospital, and the post office.
- 69 percent of respondents believe they would use a community shuttle. 28 percent were uncertain and 3 percent were sure they would not use the service.

To better understand commuter travel patterns of the employees of the Civic Center, an employee survey was administered in August 2019. This survey focused on employee demographics, vehicle ownership, commute methods, and work schedules. This survey was given just before the implementation of a pilot TDM program to encourage alternate commutes to work. This survey had 72 employee responses. Relevant findings to this study include:

- 100 percent of City employee respondents owned at least 1 vehicle.
- 97 percent of respondents have driven alone at least once in 2019, 11 percent have carpooled at least once, 4 percent have walked at least once, and 15 percent have biked at least once on their commute in 2019.
- 75 percent of respondents commute by driving alone 5 days a week
- 2 percent of respondents live within 1 mile of work, 20 percent live within 5 miles, 53 percent live within 12 miles.
- 78 percent of respondents begin their morning commute by 7:00 AM
- 98 percent of respondents do not pay for parking
- 81 percent of respondents begin their evening commute by 5:30 PM

A supplemental survey was circulated among Civic Center employees (City Hall and Library employees) in March 2020 that focused on the willingness of employees to utilize alternative modes of transportation, with the goal to reduce parking demands of single occupancy vehicle commuters. It should be noted that this survey was administered after the City had already implemented some pilot TDM measures including providing commuter checks to employees to encourage transit ridership, implementing safe routes to school programs, restricting employee parking to least convenient spaces, adding bicycle racks near City Hall entrances, creating parking time limits in the parking lot, and adding pavement markings to parking along Pacifica Drive. Therefore, the results below present a potential increase for TDM measures in addition to those already implemented. Responses from this survey are included in **Appendix D**.

QUESTION 1 WHERE DO YOU WORK?

ANSWER CHOICES	RESPONSES	
Civic Center	46.39%	45
Library	46.39%	45
Other (please specify)	7.22%	7
TOTAL		97

Both Library and City Hall (Civic Center) employees responded to this survey, capturing the commute characteristics of both groups.

QUESTION 2 IS DRIVING ALONE IN A PERSONAL VEHICLE YOUR PRIMARY COMMUTE METHOD?

ANSWER CHOICES	RESPONSES	
Yes	86.60%	84
No	13.40%	13
TOTAL		97

87 percent of survey respondents use a personal vehicle as their primary mode of commuting to and from work. This is a higher percentage than the 75 percent reported in the August 2019 study, which was only sent to City Hall employees. This indicates that Library employees are more likely to drive alone to work, thus increasing the overall share of single occupancy drivers.

QUESTION 3 WHAT ARE THE OBSTACLES PREVENTING YOU FROM COMMUTING BY ANOTHER MEANS?

ANSWER CHOICES	RESPONSES	
No interest/desire	17.33%	13
Child Care	12.00%	9
No nearby transit to home	41.33%	31
Need for car for errands or work throughout the day	44.00%	33
Require car for personal commitments after work	41.33%	31
Other (please specify)	41.33%	31
Total Respondents: 75		

The need for a personal vehicle to run errands throughout the day, lack of nearby transit, and after work travel are all obstacles keeping single occupancy drivers from using other modes of transportation.

QUESTION 4 WHAT CHANGES WOULD CAUSE YOU TO USE AN ALTERNATIVE MEANS OF COMMUTING OT WORK?

ANSWER CHOICES	RESPONSES	
More bicycle racks	1.39%	1
More bike lockers	1.39%	1
Construction of bike and pedestrian facilities along Regnart Creek and McClellan Road	6.94%	5
Having dedicated carpool/vanpool parking spaces nearest the building entrance	5.56%	4
Having a guaranteed ride home program (e.g. taxi voucher when emergency arises)	19.44%	14
Being charged a fee (approximately \$3 a day) to park in the parking lot	15.28%	11
None of the above (I am unable to use alternate mans other than driving alone)	66.67%	48
Total Respondents: 72		

Based on the results shown from this question, the addition of bike racks or bike lockers would be the least effective means of reducing employee vehicle trips with only one percent of respondents indicating this would allow them to shift modes. The most effective measure is the implementation of a guaranteed ride home program, in which 19 percent of employee respondents said this would allow them to switch commute modes. Two-thirds of respondents indicated that they cannot use any other means than driving alone as their commute method.

QUESTION 5 WHAT IS THE MINIMUM DAILY INCENTIVE (IN \$USD) THAT WOULD RESULT IN YOU COMMUTING VIA TRANSIT?

ANSWER CHOICES	RESPONSES	
3-5	10.96%	8
6-10	13.70%	10
11-15	15.07%	11
Regardless of incentive I would not use transit to commute to work	60.27%	44
TOTAL		73

60 percent of respondents would not commute via transit regardless of incentive. An incentive of \$5, \$10, or \$15 may incentivize up to 11 percent, 25 percent, and 40 percent of employees to use transit, respectively.

QUESTION 6 WHAT IS THE MINIMUM DAILY INCENTIVE (IN \$USD) THAT WOULD RESULT IN YOU COMMUTING VIA BIKE OR WALKING?

ANSWER CHOICES	RESPONSES	
1-5	9.33%	7
6-10	10.67%	8
11-15	5.33%	4
16+	4.00%	3
Regardless of incentive I would not bike/walk to work	70.67%	53
TOTAL		75

Similar to question 5, 71 percent of respondents indicate that they could never bike or walk to work. Based on previous surveys only 20 percent of employees live within 5 miles of work. Those living further than this would find it difficult to walk or bike to work.

QUESTION 7 WHAT IS THE MINIMUM DAILY PARKING FEE (\$USD) THAT WOULD RESULT IN YOU CHOOSING TO NO COMMUTE VIA PERSONAL VEHICLE?

ANSWER CHOICES	RESPONSES	
1-5	26.76%	19
6-10	18.31%	13
11-15	7.04%	5
16+	4.23%	3
Regardless of cost I would still drive alone to/from work	43.66%	31
TOTAL		71

The disincentive of charging for parking would result in the highest shift from single occupancy commuters to other modes of transportation, equaling approximately 56 percent. However, this would result in high costs for the 44 percent who indicated they cannot travel to work by any other means than driving alone. 27 percent of respondents indicated that a daily parking fee of \$5 would result in a change in transportation mode.

QUESTION 8 PLEASE RANK ALTERNATIVE COMMUTE METHODS BELOW IN ORDER OF PREFERENCE

	1	2	3	4	5	6	TOTAL	SCORE
Carpool	36.92% 24	12.31% 8	18.46% 12	23.08% 15	9.23% 6	0.00% 0	65	4.45
Bicycle	7.81% 5	10.94% 7	1.56% 1	4.69% 3	56.25% 36	18.75% 12	64	2.53
Walk	8.06% 5	3.23% 2	1.61% 1	3.23% 2	12.90% 8	70.97% 44	62	1.77
Transit	10.77% 7	16.92% 11	27.69% 18	33.85% 22	6.15% 4	4.62% 3	65	3.78
Vanpool	6.25% 4	35.94% 23	26.56% 17	17.19% 11	10.94% 7	3.13% 2	64	4.00
Shuttle	33.85% 22	21.54% 14	23.08% 15	15.38% 10	3.08% 2	3.08% 2	65	4.58

The highest ranked commute alternatives are carpooling and community shuttle. The availability of a community shuttle that provides off-site parking to employees who can then ride the shuttle to the Civic Center campus may help reduce parking congestion at the Civic Center.