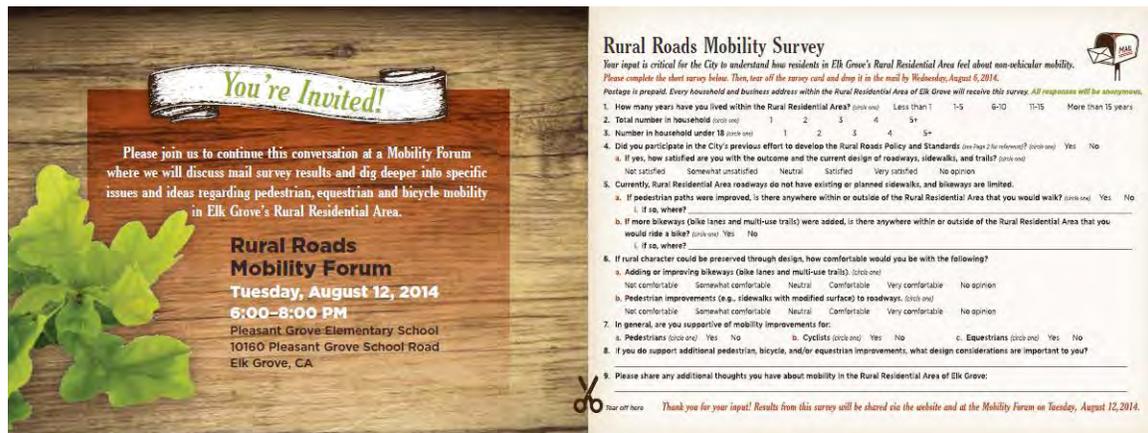


MAIL SURVEY OVERVIEW

City of Elk Grove developed an informational mailing with an attached survey card to gauge Rural Residential Area residents' interest in mobility improvements. On July 14, 2014, the mailing was sent to all 1,592 households within the Rural Residential area of Elk Grove. Survey card responses were accepted through August 12, 2014, the date of the Mobility Forum.

The mailer included images of Elk Grove's current rural roadways, an explanation of previous outreach efforts that led to the development of standards and policies for roadways in the rural area, and photo examples of how other areas have improved mobility while maintaining rural character. The mailing also included a removable survey card and an invitation to the Mobility Forum. A section of the mailer, including the survey, is shown here:



MAIL SURVEY RESULTS

In total, 168 survey cards were returned to the City, which represents a 10.5% response rate. Data collected through the mail survey is summarized below. **Appendix A** includes a complete graphical representation of all survey results.

Demographics

- 77% have lived in the rural residential area for **over 11 years**.
- The majority (65%) live in households with **2-3 people**.
- **23% have children** in their household (under the age of 18).
- **25%** participated in the **previous Rural Roads outreach** program (in 2007).
- Of the 25% who participated in the previous Rural Roads outreach program, **11% are satisfied** with current rural roadways, **10% are not satisfied**, and the rest were neutral or had no opinion.

Pedestrian Improvements

- If pedestrian pathways were improved, **52% would walk** to destinations within or nearby the Rural Residential Area.

- If rural character was preserved through design guidelines, **49%** would be **comfortable or very comfortable** with pedestrian mobility improvements.
- In general, **67%** are supportive of pedestrian improvements.

Bicycle and Equestrian Improvements

- If bicycle and equestrian mobility were improved, **49%** would **ride a bike or a horse** to destinations within or near the Rural Residential Area.
- If rural character was preserved through design guidelines, **57%** would be **comfortable or very comfortable** with bikeway and multi-use trail improvements.
- In general, **67%** are supportive of bicycle mobility improvements.
- In general, **65%** are supportive of equestrian mobility improvements.



Design Considerations Most Important to Survey Respondents

- Maintaining a rural look and feel (26)
- Creating hiking, biking, and equestrian trails instead of sidewalks (12)
- Add bicycle lanes or widen roadways to accommodate more users (10)
- Safety by separating cars from other modes (10)
- Use decomposed granite or other similar materials instead of asphalt (5)
- Keeping the trees in place (5)
- Wide trails to accommodate many users (4)

OPEN HOUSE OVERVIEW



The City of Elk Grove hosted a community Mobility Forum on August 12, 2014, from 6:00 PM to 8:00 PM at Pleasant Grove Elementary School to solicit input from residents in the Rural Residential Area regarding mobility for pedestrians, cyclists, and equestrians.

The event included a presentation and small group discussions. Over 70 people attended the meeting.

The purpose of the Mobility Forum was to 1) provide information about existing policies and standards, 2) understand key topics of importance to rural area residents, 3) help participants gain a better understanding of mobility improvement options, and 4) to determine if there is any interest at this time in enhancing the mobility of pathways or trails in the Rural Residential Area in keeping with the existing rural character.

PRESENTATION

The evening began with a presentation that provided context for the evening through an overview of the purpose of the forum, background on previous outreach efforts, and details about the current Rural Road Policies and Standards and the design of existing roadways. The presentation also included an overview of the results of the mail survey.

SMALL GROUP DISCUSSIONS

Then, participants broke into eight small groups of 4–12 people and were provided with an activities worksheet to guide discussion.

Warm Up

The first small group activity was a warm-up exercise. Participants from each group were asked to share their names and how long they have lived in rural Elk Grove, and answer the following warm-up questions:

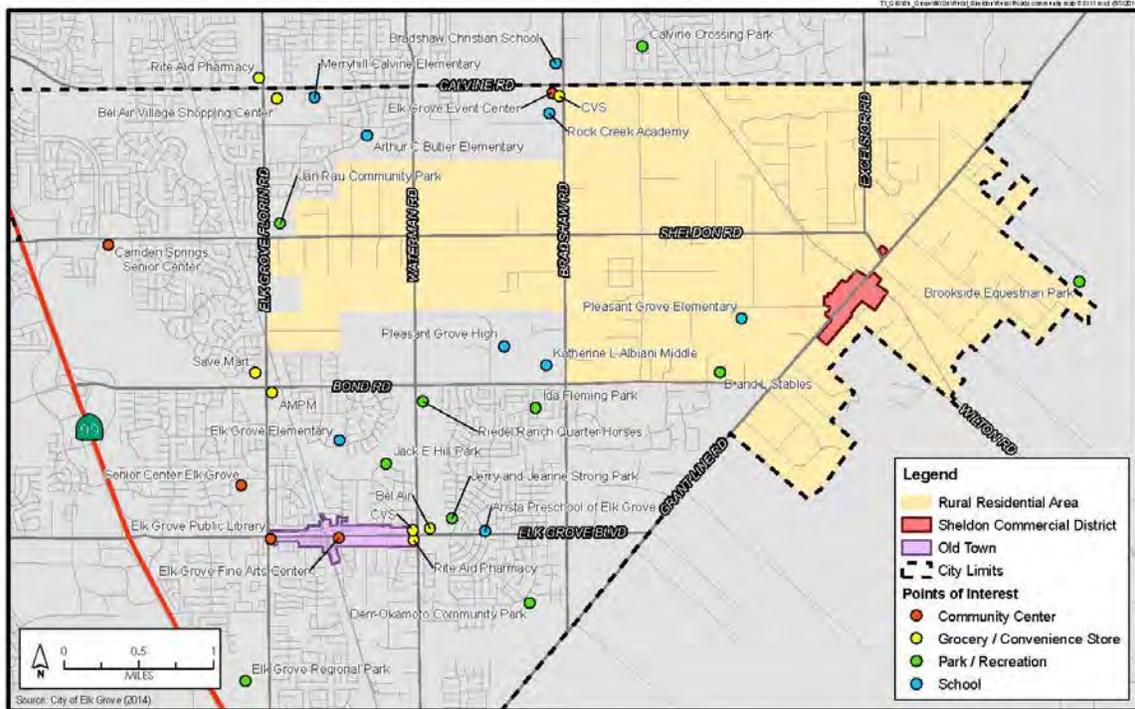
- Share one to two initial reactions to the survey results.
- Were you surprised?
- Are the results what you expected?
- Did anything stand out to you?

While some participants were surprised by the results of the mail survey and wondered where people are currently walking and bicycling, others found that the results aligned with their own responses. Several participants provided feedback on the survey, expressing that it was too general and that the responses may have been different if the survey focused on specific streets or neighborhoods. Others thought that the response rate should have been higher.



Activity #1: Individual Benefit

Participants were asked to review a map of Elk Grove that included common destinations within the Rural Residential Area and in the surrounding areas, as shown here:



Participants were asked to circle their home location and add any destinations that are personally important to them (e.g., “my sister’s house”). Participants were directed to respond to the questions on their worksheet, and then go around in a circle and share their answers to these questions:

1. How do you currently get to the locations on the map?

More than half said they currently drive to most locations. A third said they bike, walk, or drive. Some said they drive to areas where they can ride a bicycle for recreation.

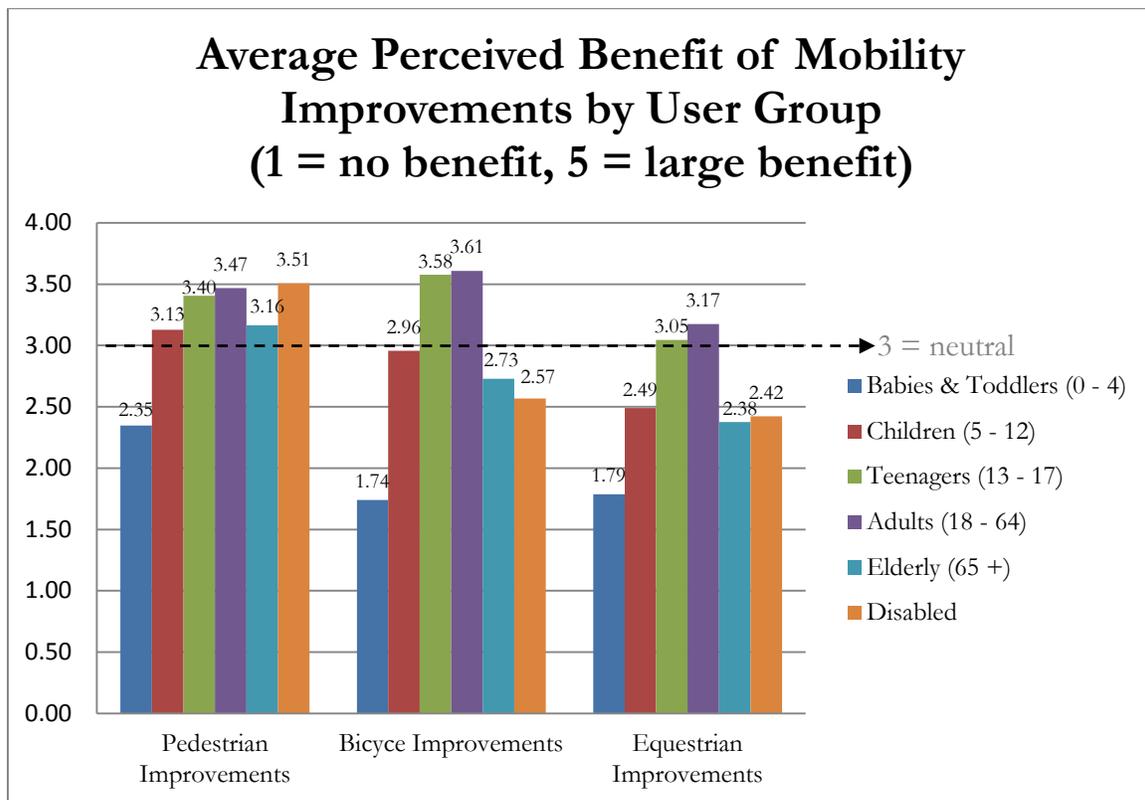
2. What would you need to feel comfortable walking, cycling, or riding a horse to the locations that are important to you?

A third said that nothing would make them more comfortable. 16% wanted off-street trails, and 13% wanted widened roads for bikes and pedestrians. 8% indicated that traffic-calming measures would help.

Additional details can be found in the Appendix.

Activity #2: Community Benefit

Participants were provided with a matrix showing categories of user groups and categories of mobility improvements and directed to rate the degree to which they believe each user group would benefit from each type of mobility improvement (on a scale of 1 to 5, where 1 is no benefit, and 5 is a large benefit). The results from the worksheet activity are shown below. Generally more user groups were thought to benefit from pedestrian improvements, with teenagers and adults benefitting the most from bicycle improvements.

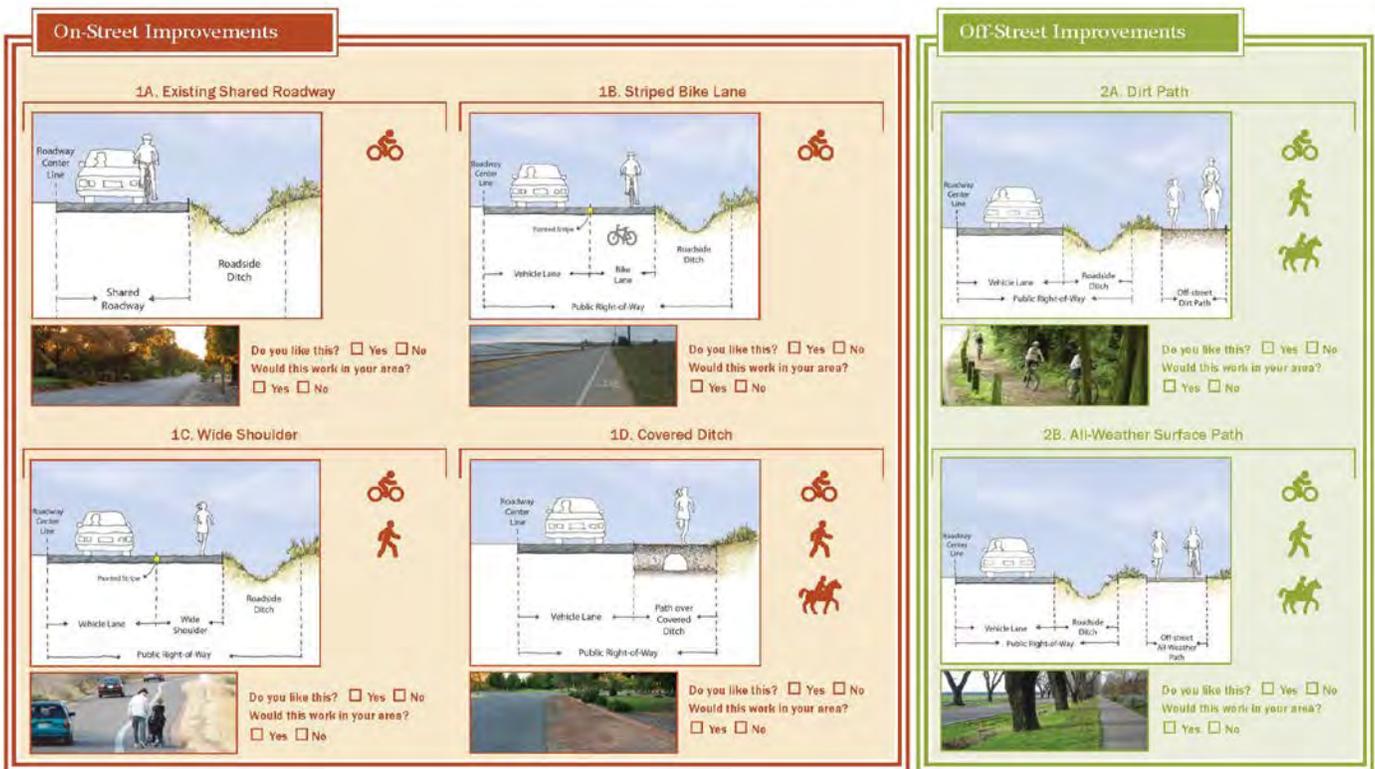


Once everyone completed the exercise individually, each facilitator led a discussion around the following question: What users would benefit the most from mobility improvements in the rural area?

Community input from the small group discussions are summarized below under “Key Themes from Forum Participants.”

Activity #3: Mobility Design

Participants were provided with visualizations (cross sections and corresponding photos) of four types of on-street mobility improvements and two types of off-street mobility improvements, as shown here:



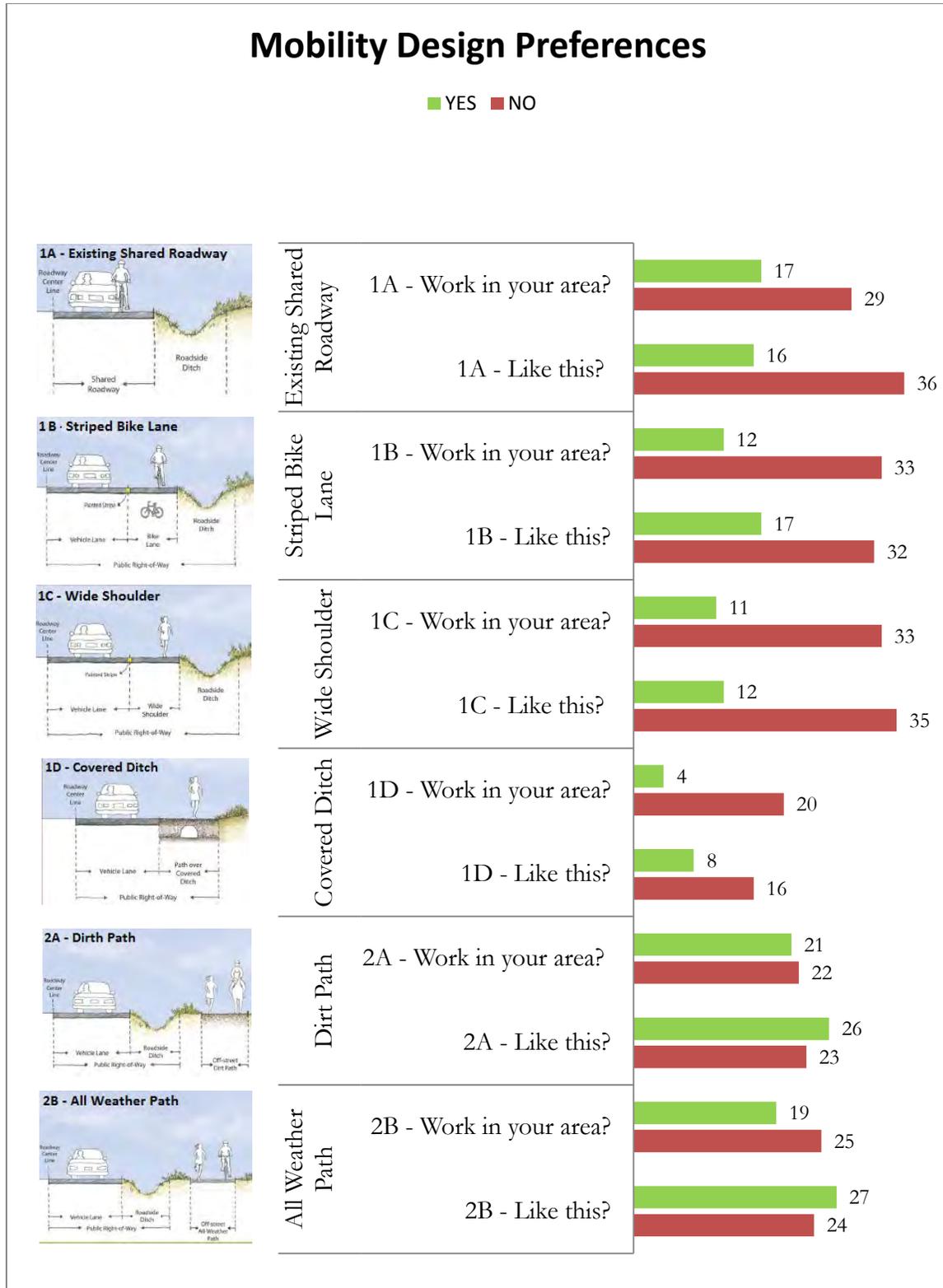
Each facilitator provided an overview of the activity and explained the difference between on-street and off-street mobility improvements according to these definitions:

- On-street improvements are adjacent to the road and inside of the public right of way.
- Off-street improvements are not adjacent to the road (in Elk Grove, this usually means they are on the other side of the roadside ditch), and are outside of the public right of way.

Participants were asked to review the four on-street mobility improvements and two off-street mobility improvements and answer the questions on their worksheet. The results of the worksheet activity, shown below, suggest that there is general dissatisfaction with the existing roadways and a resistance to widening the roadways to add a bicycle lane or general purpose shoulder. A covered ditch or off-street dirt or all-weather surface path are preferred.

Mobility Design Preferences

■ YES ■ NO



Once everyone completed the exercise, facilitators asked participants to discuss their answers to the following question: Given all of the possible options for mobility improvements in the rural area, what design considerations are most important to you?

Community input from the small group discussions are summarized below under “Key Themes from Forum Participants.”



Wrap-up Poll

To conclude the small group activities, each facilitator asked their group members for a show of hands in response to the following question: Should the City continue with this process to identify potential areas and corresponding rural standards for mobility improvements? (e.g, more workshops, surveys, etc.)

The results of the poll are as follows:

Group #	Yes	No
1		10
2	0	10
3	5	0
4	5	
5	4	1
6	2	5
7	4	
8	7	0
TOTAL	27	26

During discussion of this question, the following caveats emerged:

- Some said they only wanted the process to move forward if it is more specifically focused on certain streets, neighborhoods, and user groups.
- Those who did not want the process to move forward still want to be informed if the process continues.



Group Sharing

Each small group facilitator shared two to three highlights from their group's discussion and reported the results from the wrap-up poll.

Questions

Finally, the floor was open to general questions from the community. A transcription of comment cards is provided in **Appendix B**.

KEY THEMES FROM FORUM PARTICIPANTS

Mobility Forum results demonstrate that participants have varying opinions on the subject of Rural Residential Area mobility improvements, as was also shown through the mail survey. The following sections summarize the key themes from the Mobility Forum.

Types of Mobility Improvements

- **Off-street improvements.** Despite differing opinions, many agreed that the off-street options would be more feasible, safer, better for horses, and more in keeping with the rural aesthetic of the area.
- **Covered ditch.** Some were supportive of covering existing ditches to create roadside paths, although this raised several concerns about drainage.
- **Recreational uses.** Some noted that most distances to commercial areas are too far away to reach without a car, but that there is a need for improved recreational trails and pathways.
- **Bicycle improvements.** Some were very vocal in support of bicycle improvements, desiring some bicycle striping on the roads at minimum.



- **Children.** A significant contingency was in support of widening the roads near schools and making other improvements to accommodate independent mobility for children.
- **Change nothing.** Many felt strongly that they do not want to see any changes and believe that the existing roadways are sufficient.

Concerns

- **Roadside Safety.** Many participants expressed a concern about roadside safety. Some feel improvements will alleviate existing safety concerns, while others feel that changes that encourage more mode-sharing on existing roads will create more traffic hazards.
- **Traffic calming.** There was some sentiment that the resolution of traffic concerns, such as the addition of speed bumps and stop signs, could change opinions about other mobility improvements.
- **Enforcement.** Many expressed concern about the impacts of roadway changes on trash, crime, and long-term maintenance, and wondered how these issues would be enforced.
- **Cost.** Participants raised several concerns about the cost of implementation and maintenance of mobility improvements, including a concern about increased taxes.
- **Trees and animals.** Many were concerned that trees would have to be removed in order to make way for new paths, and were adamant that they wanted to keep the existing trees. Others were concerned that mobility improvements would bring increased traffic to the area, which would pose a threat to local wildlife.
- **Rural character.** An overarching concern of forum participants was that changes to the roadways would induce suburbanizing. They were very adamant about maintaining the rural character of the area above all else.
- **Pass-through traffic.** Some were concerned that mobility improvements would increase outside traffic to their area.
- **Property rights.** Some were concerned that the city would encroach on private property in order to implement some mobility improvements, particularly off-street improvements.

NEXT STEPS

City staff will review and summarize feedback from the small group activities. City staff will then present the survey and meeting results to City Council for consideration and direction.



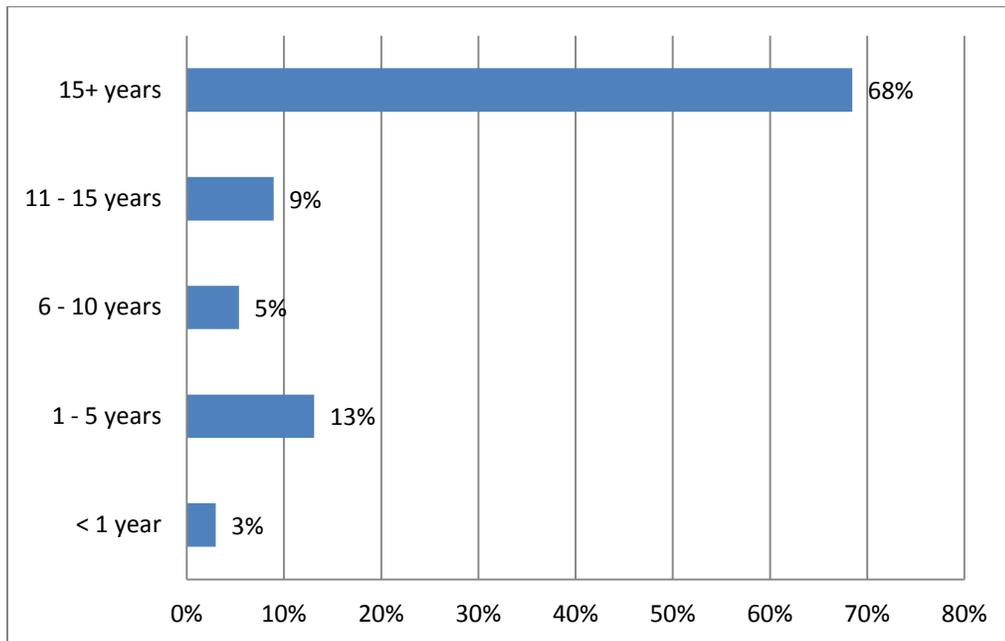


Appendix A – Survey Data

These results reflect surveys received on or before August 8, 2014. Percentages may not add up to 100%, as some respondents left questions blank. The results are shown in the order in which the questions appeared on the survey cards.

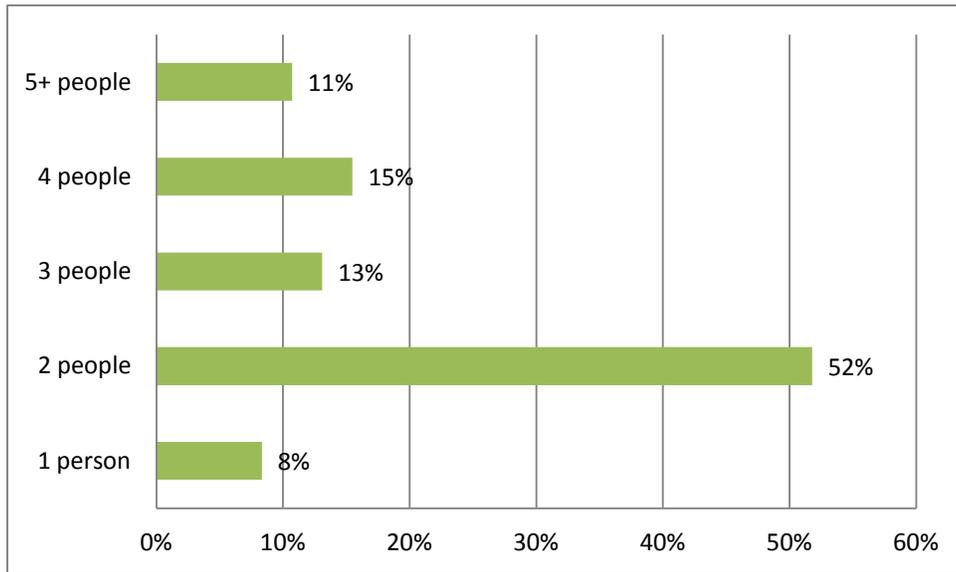
Number of Responses Summarized Below: 168

1. How many years have you lived within the Rural Residential Area?

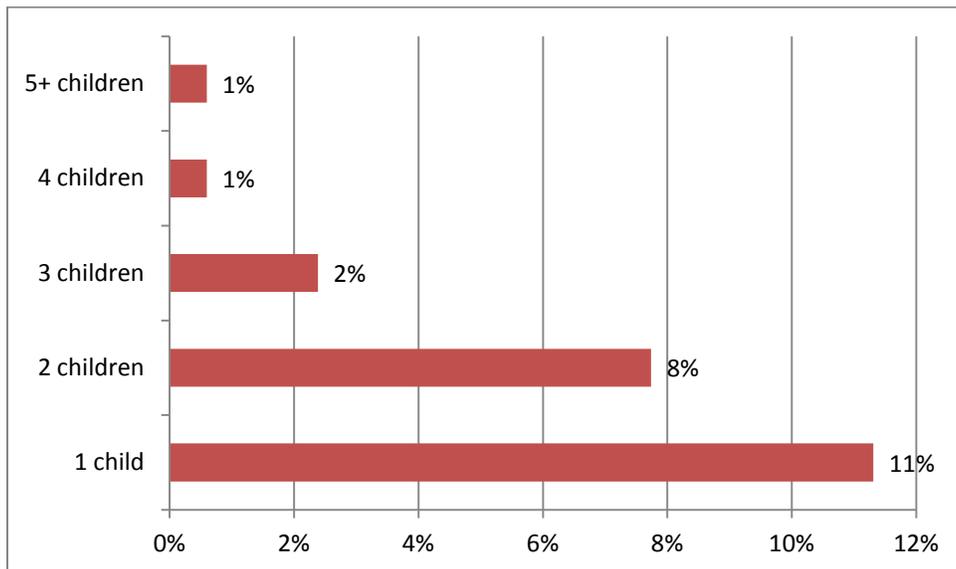




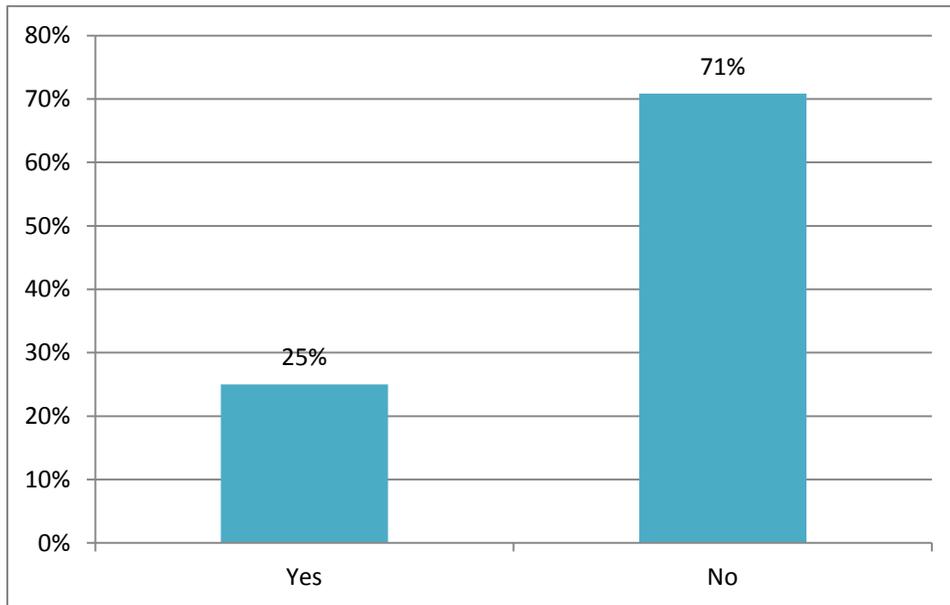
2. Total Number in Household



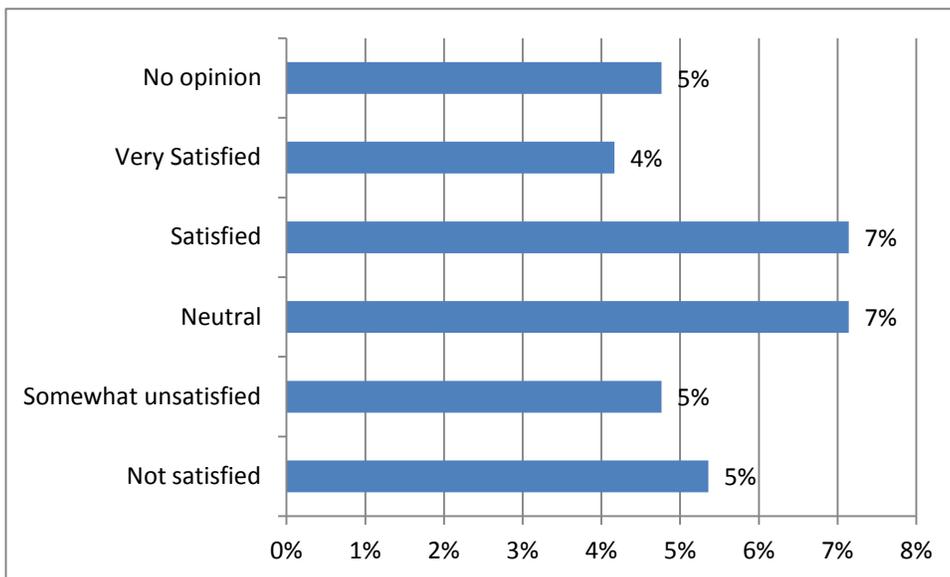
3. Number in Household Under 18



4. Did you participate in the City’s previous effort to develop the Rural Road Policy and Standards?



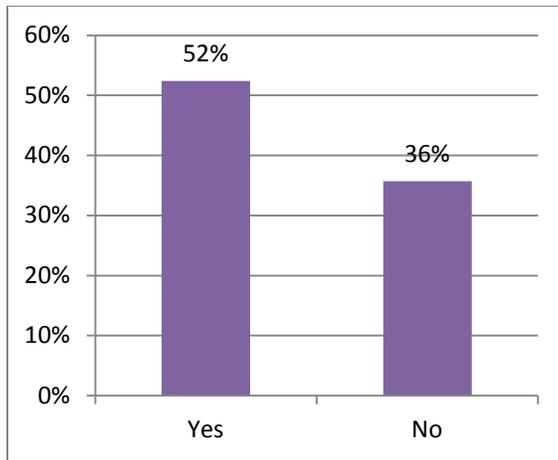
4a. If yes, how satisfied are you with the outcome of that effort and the current design of roadways, sidewalks, and trails in Elk Grove’s Rural Residential Area?





5. Currently, Rural Residential Area roadways do not have existing or planned sidewalks, and bikeways are limited.

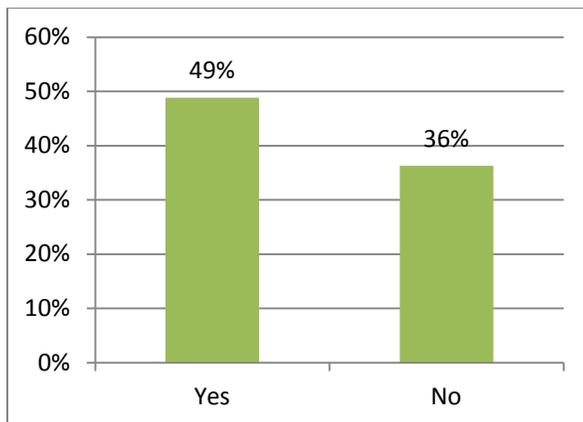
5a. If pedestrian paths were improved, is there anywhere within or outside of the Rural Residential Area that you would walk?



If so, where?

Sheldon, Waterman, Grantline, Elk Grove Florin, Pleasant Grove School Road, Bradshaw, Bond, Bader, Wilton.

5b. If there were more bikeways (bike lanes and multi-use trails), is there anywhere within or outside of the Rural Residential Area that you would ride a bike?

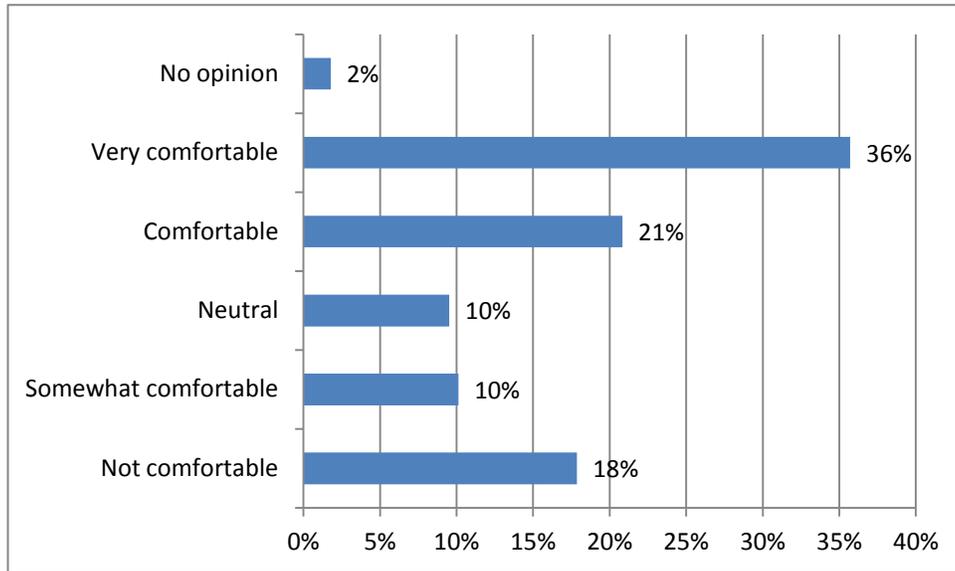


If so, where?

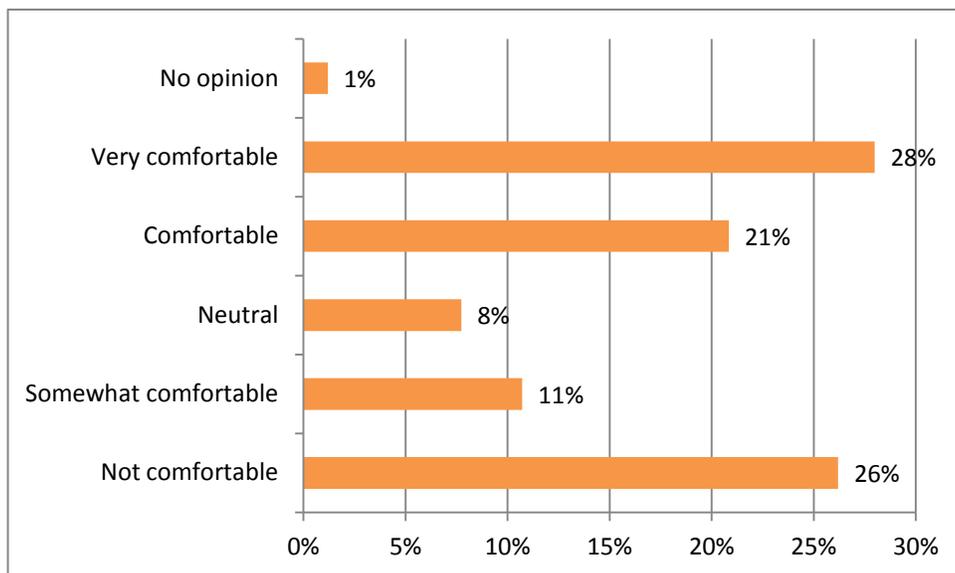
Sheldon, Waterman, "to the store," "to school," Grantline, Bader, Bradshaw, Bond, Calvine, Elk Grove Florin, Wilton.

6. If the rural character could be preserved through design, how comfortable would you be with the following:

6a. Adding and improving bikeways (bike lanes and multi-use trails) within Elk Grove's Rural Residential Area.

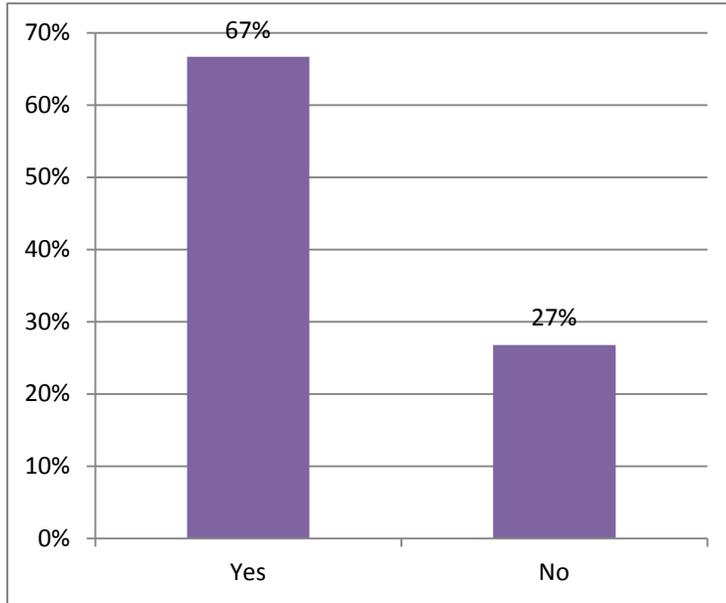


6b. Pedestrian improvements (e.g., sidewalks with modified surface) to Elk Grove's Rural Residential Area roadways.

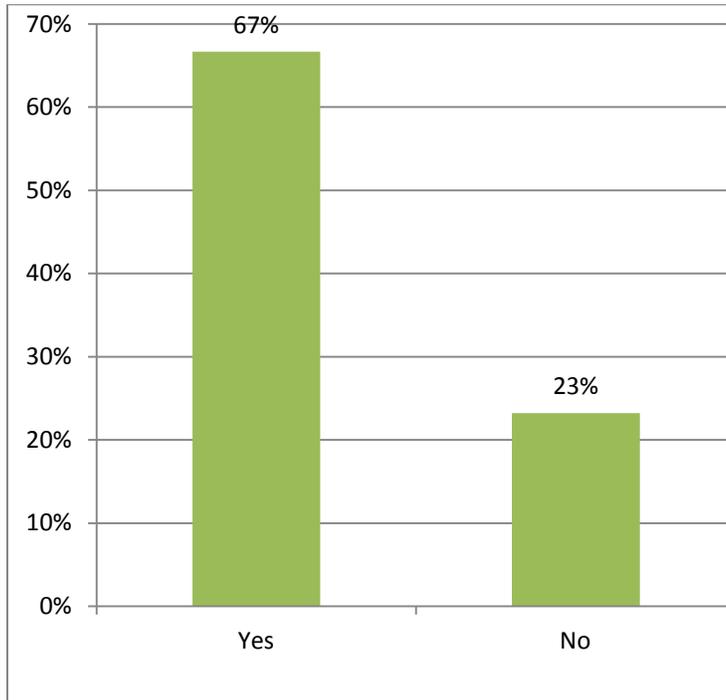


7. In general, are you supportive of mobility improvements for:

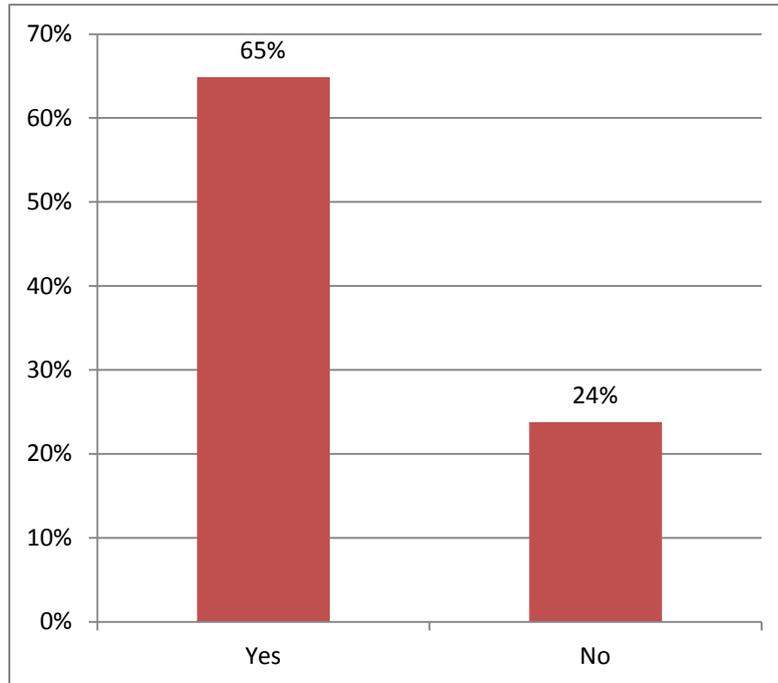
7a. Pedestrians



7b. Cyclists



7c. Equestrians



8. If you do support additional pedestrian, bicycle, and/or equestrian improvements, what design considerations are important to you?

Respondents expressed that the most important design considerations are: maintaining a rural look and feel, creating hiking, biking, and equestrian trails instead of sidewalks, using decomposed granite or other similar materials instead of asphalt, keeping the trees, and considering safety by separating cars from other modes and creating wide trails to accommodate many users.



Appendix B – Comments about Mobility Forum

Overall, 17 comment cards were collected at the meeting. The comment cards can be summarized into three categories as follows:

- **Comments on the meeting.** Many people expressed gratitude for a well-organized and informative meeting.
- **Comments on the process.** Some people indicated that they do not see value in future meetings on this subject and would not like the process to move forward, while others expressed a desire for a continuation of the process. Some of those who expressed a desire in seeing the process continue requested that future meetings be focused on specific neighborhoods.
- **Comments on streets and mobility improvements.** Many comments highlighted the need to address safety through traffic-calming measures above all else, indicating that the high speeds on Sheldon Road are not safe for pedestrians and cyclists, even if mobility improvements were implemented. A few people expressed a specific preference for off-road trails. A few people expressed concern about property rights, while others reiterated their desire to keep the area rural and not making any changes to the existing roadways.