A wide-angle photograph of a beach scene. In the foreground, dark sand is visible. The ocean is a deep blue, with white-capped waves breaking onto the shore. The sky is a clear, bright blue with some light, wispy clouds. The overall mood is serene and coastal.

Listening to the Midcoast: Mobility Survey Results

May 27, 2020

How did we get here?

County effort “to **identify community information needs and community engagement opportunities**”

Jan 9 and Feb 19: County and Common Knowledge presentations to MCC to share findings from over 30 interviews with community members

Jan 22 MCC subcommittee two goals: (1) develop better understanding of how entire community feels about high priority issues and (2) provide timely info about topical issues

Purpose of the Survey

Reach a broad cross-section of people who live and work on the Midcoast to:

- Gather input about the high priority topic of mobility
- Gauge interest in a Midcoast newsletter and types of topics

Outreach Strategy

- Survey link shared **by email** widely via MCC, County staff, and Midcoast community members
- Promoted through **local media** (i.e. Half Moon Bay Review, Coastside Buzz)
- **Posted at various webpages:** County webpage, MCC webpage and on webpages of other Midcoast organizations
- **Flyers** at post offices



Thank you for your help!



600+ responses
submitted



Thanks for your
input, and for
helping to spread
the word

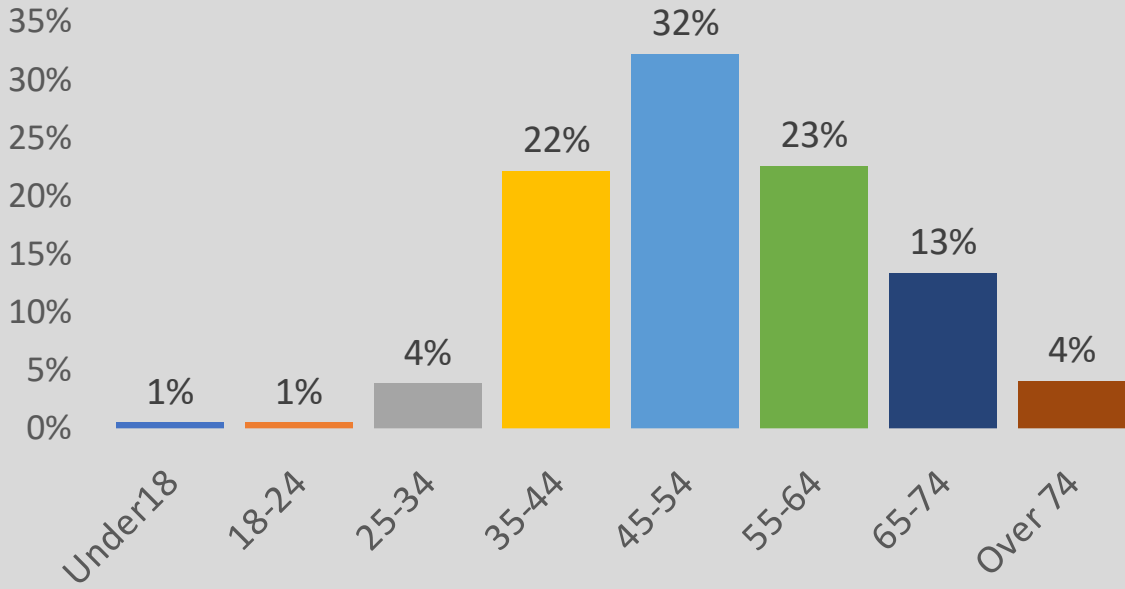


Demographics

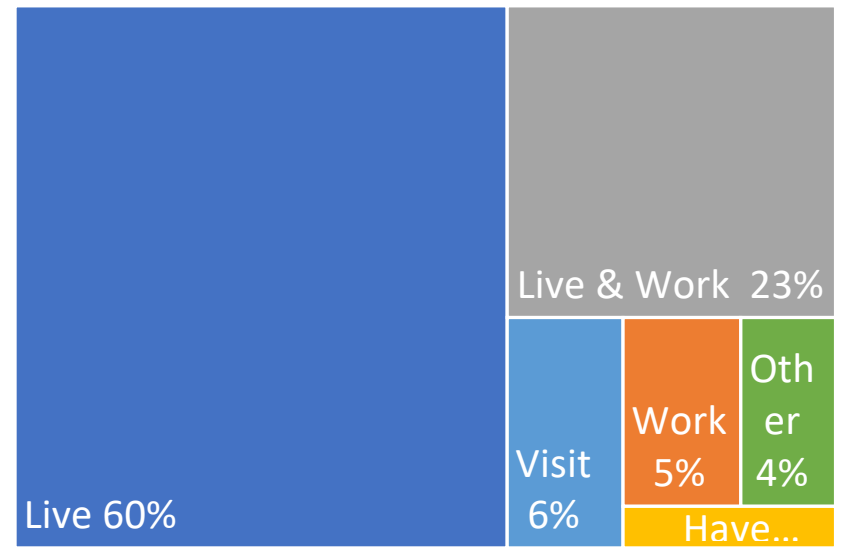
Who did we hear from?



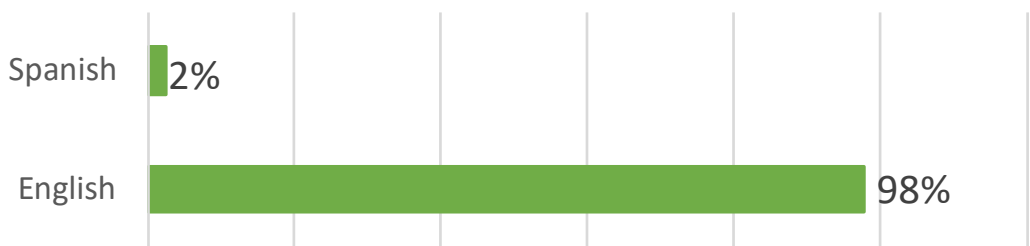
What is your age? n=477



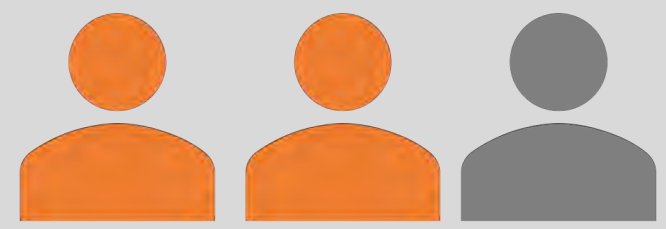
What is your connection to the Midcoast? (n=617)



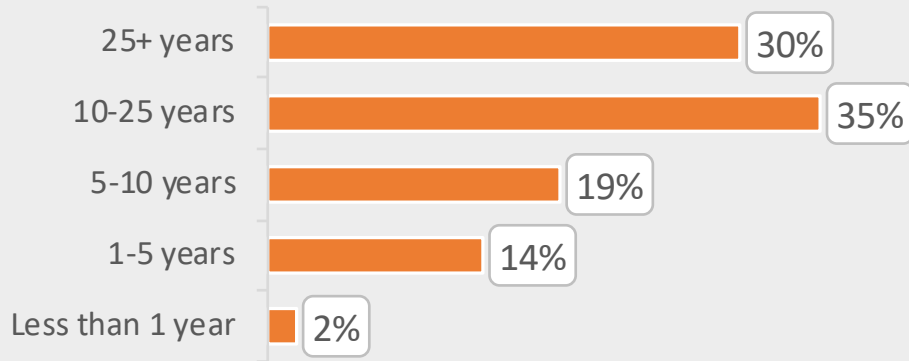
Language of survey (n=621)



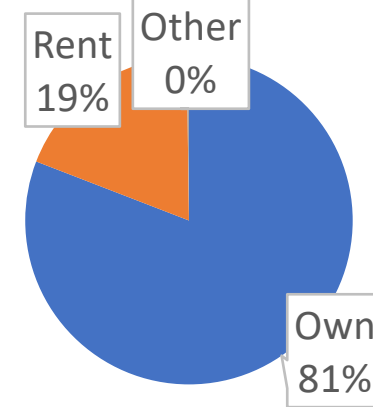
2/3 are a **parent or caretaker** of children



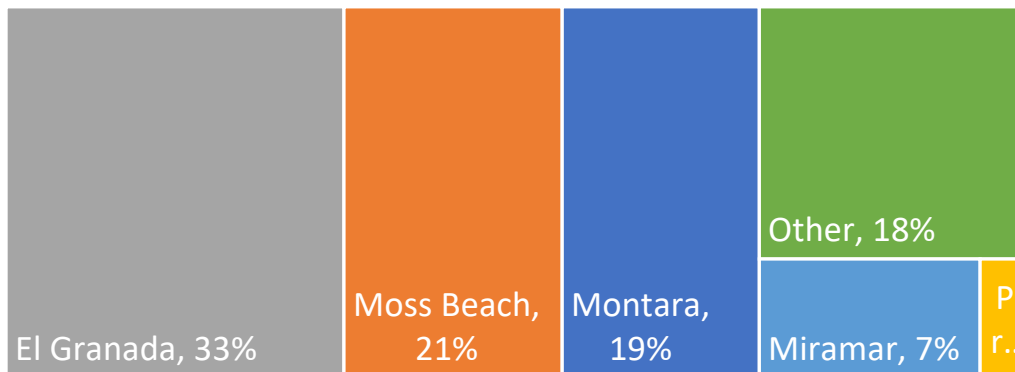
How long have you lived on the Midcoast? n=486



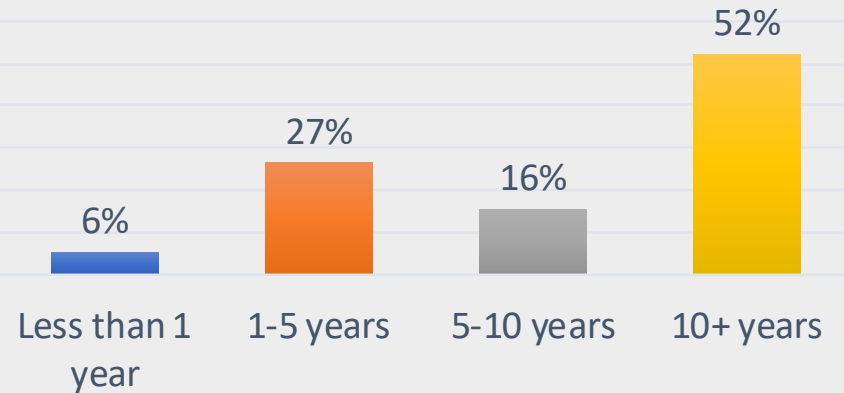
Do you rent or own the place where you live? (n=465)



In which community on the Midcoast do you live? n=477



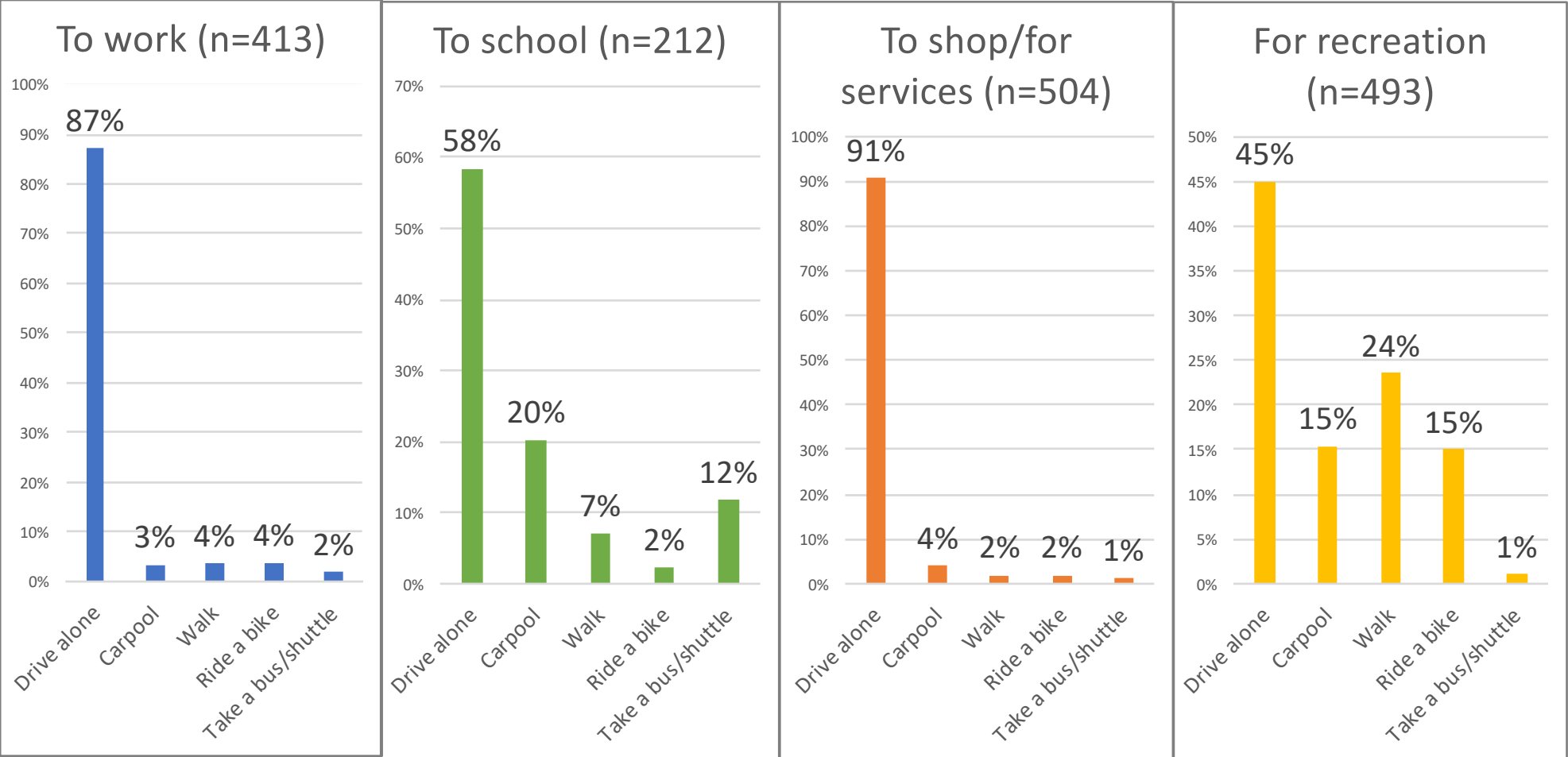
How long have you worked on the Midcoast? (n=180)



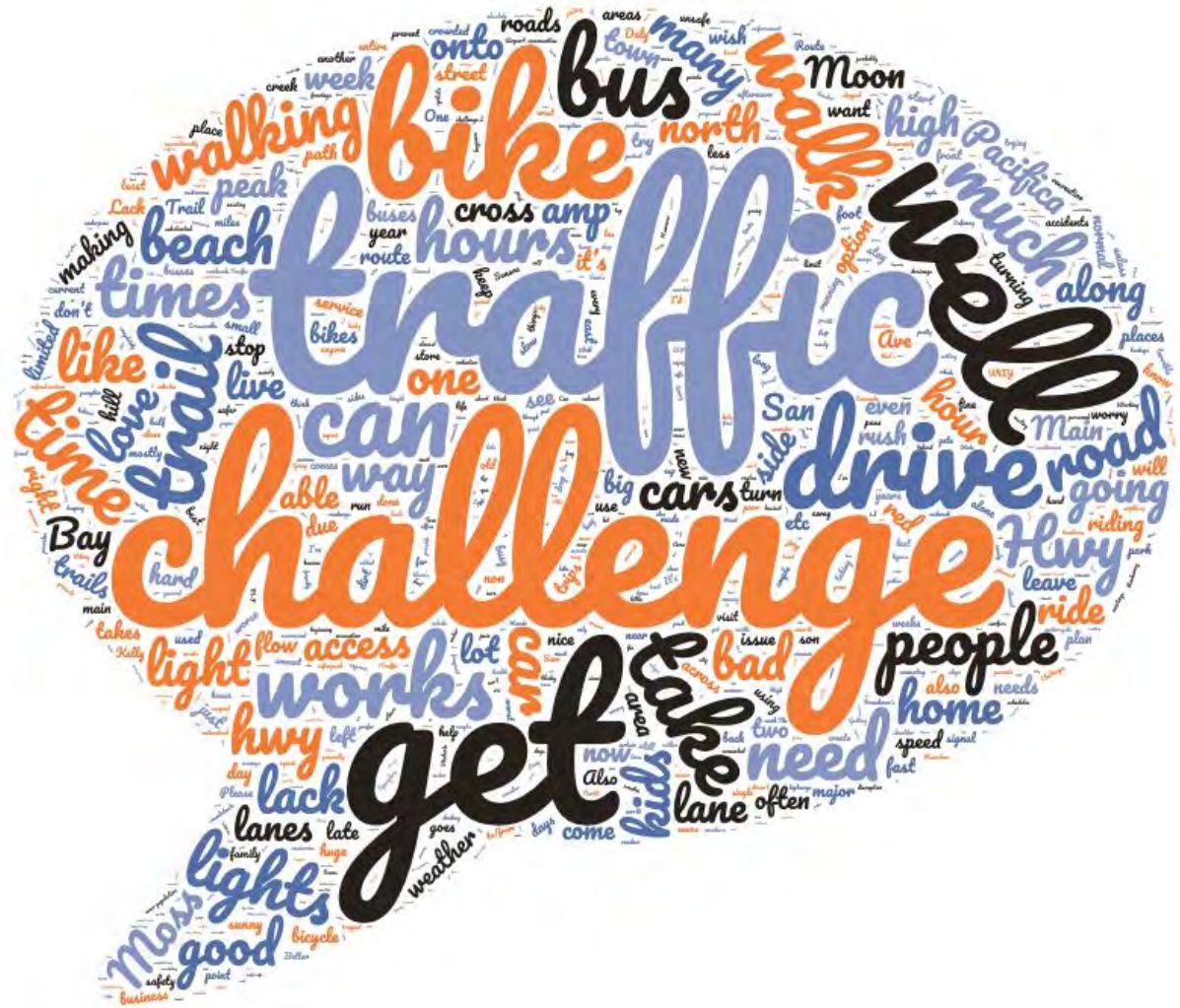
Transportation



What is the main way you get around?



Over 400 people responded to open-ended questions about mobility.



When it comes to getting around on the Coastside: What is working well for you? What is your biggest challenge?

**When it comes to getting
around the coastside...**

What is working well for you?



- “**Timing**... If I leave before 7 am I can avoid bad traffic”
- “**walking to the beach** works well”
- “I have also used the **bus** and found the service extremely convenient and pleasant.”
- “**Walking and bicycle** riding works best on the Coastside”
- “Working well is being able to live in this **beautiful setting**”
- “I **love my commute** between Montara and Half Moon Bay”
- “My favorite **walks** are Moss Beach bluffs, coastal trail and Montara Mtn hikes”
- “I have no challenges. I **love being on the Coastside!**”

What is your biggest challenge?



- “My biggest challenge is that you **NEED a car to get around** here. Let's change that. Let's make the entire Midcoast accessible to bikers, walkers and bus riders”
- “The **reduced [bus] hours make it hard**...I get off work at 630am and have to wait til 840am to get home”
- “**beach access** for anyone other than highly able bodied (I can access the beach, but my sister with disabilities cannot)”
- “The **lack of alternate access** from the tunnel”
- “**Intense traffic**, especially on the **weekends with visitors** coming from all over the bay area as well as during the M-F work weeks with **commuters**”
- “More dedicated morning and afternoon **busses for school** would be appreciated”

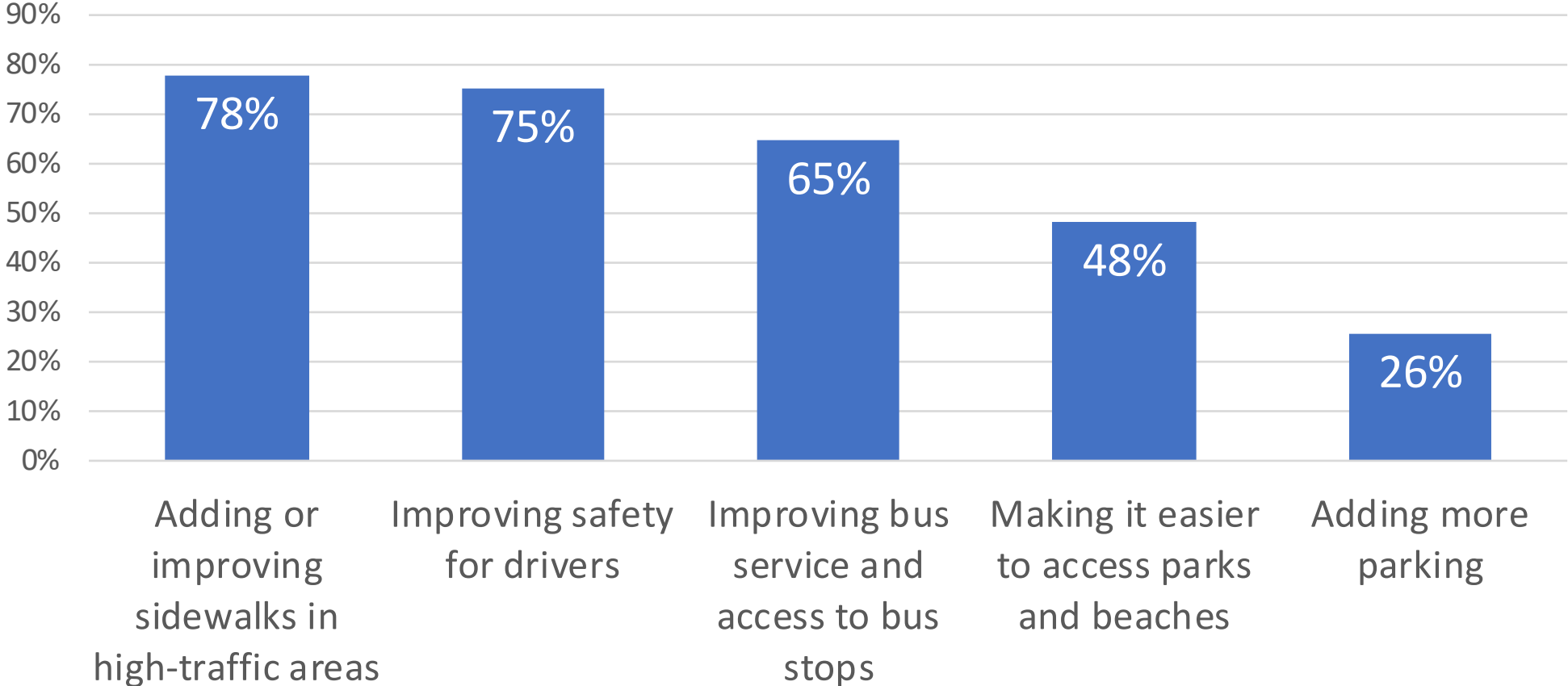
Top issues rates as very important or important:

How important are the following issues for you?



Top issues rates as very important or important:

How important are the following issues to you?



What transportation changes would you like to see on the Coastside?



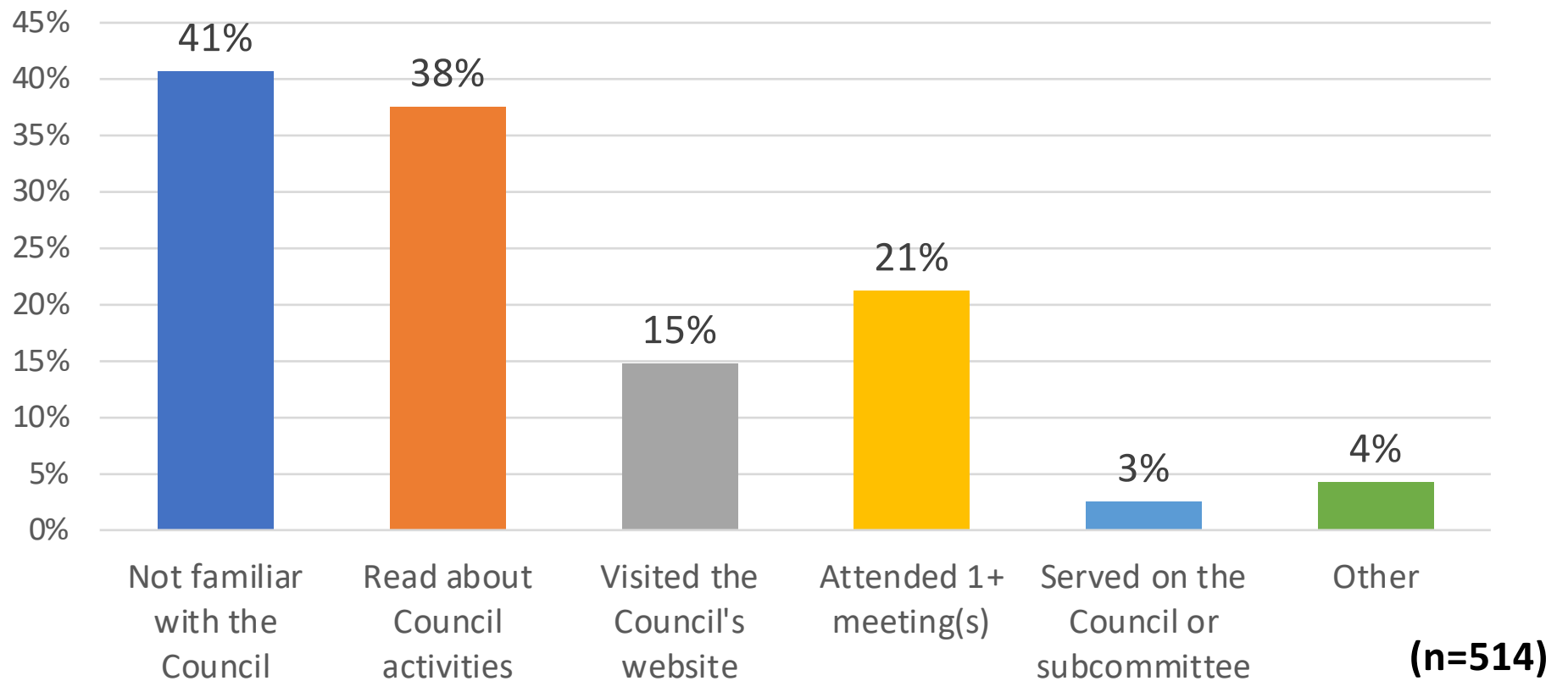
What transportation changes would you like to see on the Coastside?

- “Increased efforts to **incentivize families to use public transportation** to schools instead of driving”
- “Easier ways for pedestrians and bicyclists to **cross the highway**”
- “I would like bike, ped and public transpo infrastructure to be prioritized over car infrastructure”
- “**Better congestion control** at key intersections, e.g. Coronado & highway 1”
- “The **Coastal Trail is great** if you live HMB-El Granada. Would love it if it was more accessible for those of us living farther North in Moss Beach and Montara”
- “I'd like to see real **consideration for cyclists**: bike lanes, bike racks, real safety and not just signs asking drivers to share the road”
- “**More frequent bus service**, more bus **connections** to over the hill”



Communication

How familiar are you with the Midcoast Community Council?



Interest in future communications?

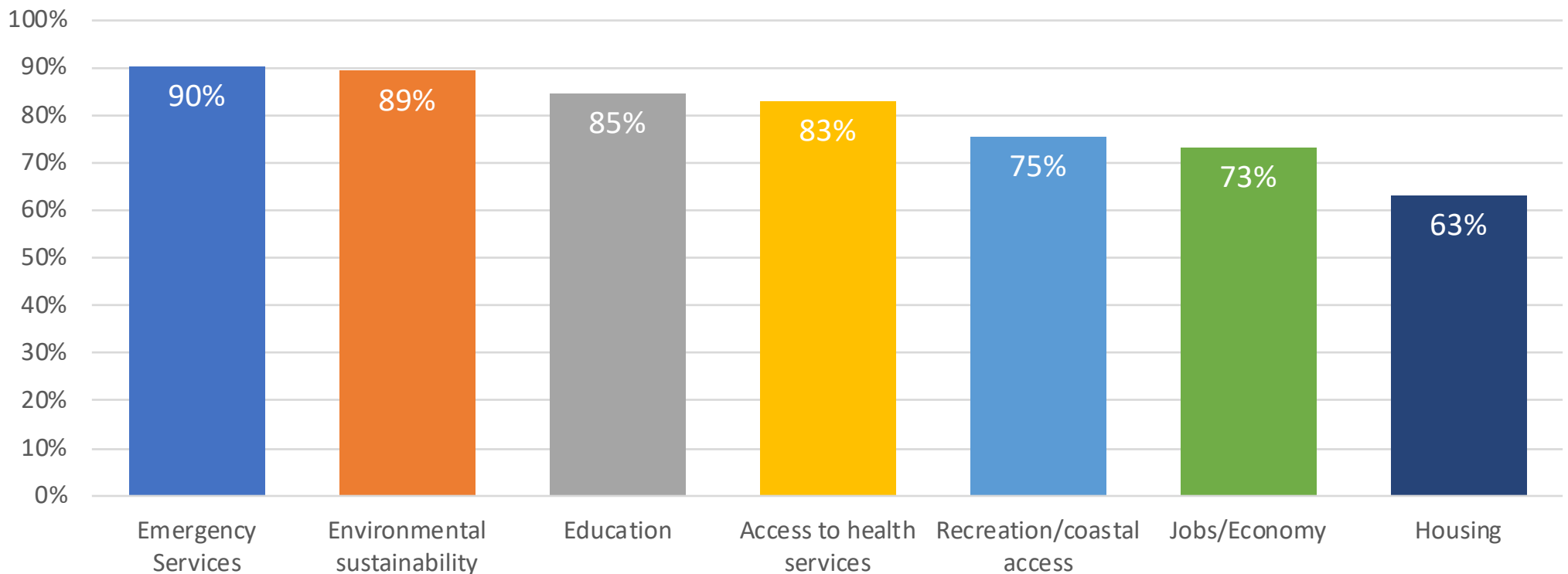
- 94% expressed interest in a **Midcoast Newsletter**
- 64% expressed interest in information about **Connect the Coasts**
- 63% expressed interest in **safety related projects**

n=364



Topics that are very important or important:

These are other topics we hear are of concern to people who live or work on the Midcoast. How important are these issues to you? (n=517)



Other Topics of concern:

- **Infrastructure and traffic**

 - ‘dependable roads’



 - ‘Improved infrastructure...before there is more development’

 - ‘state investment in infrastructure to add capacity for traffic’

- **Housing options** 

 - ‘retirement housing options for all income levels’

 - ‘need low and mid or multi price housing together in a community’

 - ‘More rent controlled housing for people...who work the minimum wage jobs here’

- **Emergency evacuation & communication** 

 - ‘Evacuation Routes from the Coastside’

- **Transit** 

 - ‘Bus access for people with disabilities in Moss Beach’

 - ‘busing kids to school...taking lots of cars off the roads at peak commute times’

Other topics of concern:

- Bilingual Resources
- Cellphone connectivity
- Childcare
- Dog access
- Food access
- Telecommuting policy





Communication Needs

Communication Needs

- “Start with more of these surveys”
- “Listen to the needs and concerns of the midcoast”
- “Zoom meetings, regular public forums, guided feedback”
- “I’d love to see the council (and government at large) meet people where they are”
- “More outreach to the Spanish-speaking community”
- “use mass text message service because the majority of people have cell phones”
- “A simple "who to contact for what" list to put on the refrigerator”

Suggestions to improve Communication

- HMB Review and other media
- Nextdoor
- Work with community partners
- Social media (Twitter, Facebook, Instagram)
- Hold meetings online and/or on the Coastside
- Text message communication service
- More surveys



Next Steps & Questions?

- Survey results will inform Midcoast projects and efforts:
 - Community planning efforts
 - Future communications

