



CLEAN MOBILITY OPTIONS
VOUCHER PILOT PROGRAM (CMO)

CITY OF ESCONDIDO COMMUNITY TRANSPORTATION NEEDS ASSESSMENT

SEPTEMBER 2024



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- Escondido Education COMPACT
- Vista Community Clinic
- Park Avenue Community Center
- Escondido Union School District
- Escondido Union High School District

Thank you to the California Air Resources Board (CARB) and California Energy Commission (CEC) for providing essential funding toward clean transportation investments in disadvantaged communities through [California Climate Investments \(CCI\)](#) and the [Clean Transportation Program](#). Clean Mobility Options is part of CCI, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in under-served communities, and CEC’s Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

Executive Summary

Project Overview

The Clean Mobility Options Voucher Pilot Program (CMO) is a statewide initiative funded by the California Air Resource Board (CARB) through California Climate Investments (CCI) that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to all eligible disadvantaged and low-income communities and tribal governments to increase access to safe, reliable, convenient and affordable transportation options.

The City of Escondido was awarded a \$100,000 grant to conduct a Community Transportation Needs Assessment (CTNA) through the CMO. The CTNA, hereinafter referred to as “project,” seeks to identify the unmet community mobility needs of disadvantaged and low-income communities in Escondido and develop sustainable solutions in partnership with community members. Specifically, the project has six primary objectives:

1. Understand how community members currently travel
2. Identify unmet community transportation needs as well as existing mobility barriers
3. Determine what new or expanded mobility services would be preferred and utilized by community members
4. Improve access to economic opportunity, medical facilities, schools, parks, grocery stores, transit stops, and other critical destinations
5. Actively engage historically marginalized communities in the transportation planning process
6. Reduce vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions

The project study area consists of all AB 1550-designated low-income communities within the City of Escondido. According to 2022 American Community Survey (ACS) Five-Year Estimates, the 22-square mile study area is home to approximately 116,000 residents. The study area is primarily located in central Escondido, stretching west across Interstate 15 (I-15) to Hidden Trails Road in the east (see **Figure 1**). The community is made up of a large variety of land use types, ranging from industrial and commercial in the western portion and a mix of residential uses in the north, south, and eastern portions, including medium-density multifamily, single-family residential, mobile home, and residential agriculture. The topography is flat to hilly with roads that cater to efficient, speedy transport of motor vehicles. Pedestrian and bicycle facilities are discontinuous and in need of enhancements.

The goal of the project was to identify clean mobility options that help community members overcome transportation challenges, while also providing environmental benefits. The project was conducted in accordance with the CMO program-provided methodology for preparing a CTNA. The required elements for implementation of this project are described in the following sections and include a transportation access data analysis, community engagement, and preparation of this summary report.

Transportation Access Data Analysis

Analysis of Escondido's transportation and mobility reveals significant disparities, particularly affecting lower-income neighborhoods where median household incomes are 30% below the City average. These areas experience reduced car ownership and a greater dependence on public transportation. The City's All-Transit Performance Score of 5.2 out of 10 indicates a need for enhanced transit accessibility and connectivity. In fact, nearly 72% of residents commute to work alone using their personal vehicles. Additionally, many jobs and services are concentrated in downtown Escondido, where many low-income residents live.

Walkability varies widely, with some downtown areas rated as "Most Walkable," while most Census tracts in the CTNA Study Area are only average, indicating a need for alternative transportation options (see **Figure 4**). The Housing and Transportation Index shows few neighborhoods as "Location Efficient," leading to longer travel times, higher transportation costs, and limited access to opportunities (see **Figure 7**). Additionally, the high incidence of traffic collisions in downtown areas highlights the urgent need for improved safety and mobility options in these neighborhoods (see **Figure 9**).

For detailed information on the data utilized in the Transportation Access Data Analysis, please refer to **Table 1** located in the corresponding chapter of this report.

Community Engagement

Community feedback from public workshops and surveys highlighted residents' key transportation concerns and preferences. The predominant transportation mode among survey respondents was driving alone; however, residents showed significant interest in public transit options, assuming these options become more accessible and affordable. Residents demonstrated a particular preference for light rail, bus, and microtransit/shuttle as potential options. Notably, over 70% of respondents support City investment in on-demand microtransit or traditional fixed-route transit. The survey also identified gaps in familiarity with certain transportation options, including carshare, vanpooling, and shuttle/microtransit - indicating a need for further education and outreach.

The survey also revealed the greatest barriers felt by community members while walking and biking in Escondido. Barriers to walking include poor (or lack of) pedestrian infrastructure, personal safety concerns, lengthy distance between origin and destination, and fear of traffic collision or reckless driving behavior. Similarly, barriers to biking include fear of traffic collision or reckless driving behavior, poor (or lack of) bicycle infrastructure, and personal safety concerns. When asked what is most important when it comes to taking transit, respondents emphasized safety as the top priority, followed by reliability and convenience.

Recommended Solutions

Reviewing available data and community inputs reveals significant transportation disparities in Escondido, particularly affecting low-income residents. These disadvantaged areas face limited alternative transportation modes, with low public transit utilization and a high reliance on personal vehicles.

Data analysis, community outreach, and successful examples in San Diego area - such as Go'Side shuttle service in Oceanside, Beach Bug neighborhood shuttle in Pacific Beach, and FRED shuttle service in downtown San Diego - suggest that clean mobility options such as electric shuttles could address these challenges. Microtransit systems, such as circulators and shuttles, offer flexible, on-demand transportation that bridges the gap between traditional public transit and private car usage. These systems reduce traffic congestion and parking demand, enhance accessibility, and connect residents and visitors to key destinations - supporting local economies and promoting environmental sustainability through reduced emissions.

By expanding transportation choices, improving connectivity, and reducing reliance on personal vehicles, these initiatives can significantly enhance the quality of life for residents, particularly in underserved communities.

Introduction

Project Background

As part of its commitment to implementing clean transportation strategies and increasing transportation equity in Escondido, the City of Escondido (City) applied for and received a \$100,000 Community Transportation Needs Assessment (CTNA) Voucher for the Clean Mobility Options Voucher Pilot Program (CMO). The purpose of this assessment (CTNA or Project) is to identify the unmet mobility needs of disadvantaged and low-income communities in Escondido and develop sustainable solutions in direct partnership with community members. The CTNA goals and objectives include:

1. Understand how community members currently travel
2. Identify unmet community transportation needs as well as existing mobility barriers
3. Determine what new or expanded mobility services would be preferred and utilized by community members
4. Improve access to economic opportunity, medical facilities, schools, parks, grocery stores, transit stops, and other critical destinations
5. Actively engage historically marginalized communities in the transportation planning process
6. Reduce vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions

Project Team

The Project Team consists of the City of Escondido as the lead agency, with support from Fehr & Peers, Alta, Vista Community Clinic, and Escondido Education COMPACT.

Fehr & Peers

Fehr & Peers is a transportation consulting firm that is known for being passionate about transforming transportation through innovation and creativity. The firm derives inspiration by partnering with communities to understand and shape local transportation futures objectively, and tailored to diverse needs. Fehr & Peers combines its advanced expertise with curiosity, humility, and initiative to deliver implementable, data-driven solutions that reinforce community values.

Fehr & Peers is the primary consultant and led a team comprised of industry specialists for the successful completion of this CTNA.

Alta

Alta is an active transportation consulting firm dedicated to creating active, healthy communities through planning, landscape architecture, engineering, and education/encouragement programs. Their work is known for bringing about positive change by creating places that are geared towards moving people rather than cars, connecting community members to daily needs, and empowering every person to live an

active, healthy life. As a global leader in mobility innovation, Alta is dedicated to working across disciplines to address social justice, safety, and environmental resilience.

Alta led the school-based outreach that was incorporated into the public engagement effort for the CTNA.

Vista Community Clinic

Vista Community Clinic (VCC) is a nonprofit 501(c)(3) community-based organization (CBO) in the Escondido community that conducts outreach, education, capacity building and advocacy both to the general low-income population, and to specific sub-populations - including migrant and seasonal workers, youth, persons at risk for or living with HIV, young parents (particularly those with justice and/or foster system involvement), and youth interested in addressing youth substance and tobacco use.

VCC assisted with public engagement activities for the CTNA.

Escondido Education COMPACT

Escondido Education COMPACT, or COMPACT, is a CBO with an active, long-standing partnership with the Escondido Union School District (EUSD) and the Escondido Union High School District (EUHSD). COMPACT's mission is to create and implement high quality programs and services for individuals to reach their fullest potential.

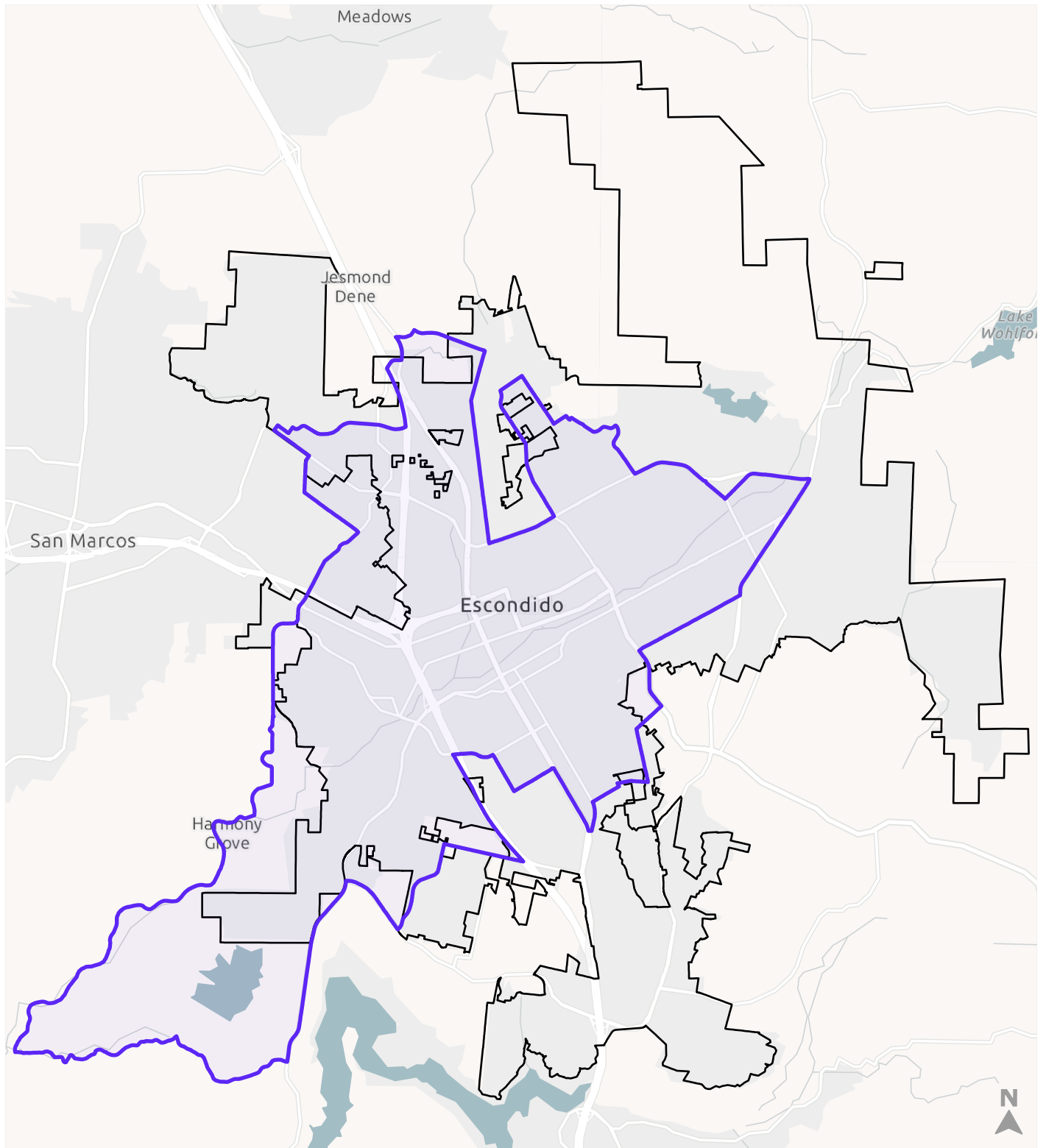
COMPACT assisted with public and school engagement activities for the CTNA.

Project Study Area

The study area for this project consists of all AB 1550-designated low-income communities within the City of Escondido, indicated by Census tracts: 201.05, 201.07, 201.08, 201.09, 202.02, 202.06, 202.07, 202.08, 202.09, 202.10, 202.11, 202.13, 202.14, 203.05, 203.08, 203.09, 203.12, 203.13, 204.04, 205.00, 206.01, 206.02, and 207.07. According to 2022 American Community Survey (ACS) Five-Year Estimates, the 22-square mile study area is home to approximately 116,000 residents. **Figure 1** shows a map of the CTNA Study Area.

While a comprehensive network of roads connects the various areas, car ownership and car availability may be a financial burden for many residents in low-income areas, limiting access to job opportunities, education, and essential services. Expanding access to clean mobility options can offer greater independence and mobility for those who may not have reliable personal transportation. Reduced reliance on gas-powered vehicles translates to lower transportation costs, freeing up resources for other needs.

Additionally, efforts to implement clean mobility options in the project study area can improve connectivity to the City of Escondido Transit Center, which serves as a hub for public transportation, with access to the NCTD SPRINTER light rail line and BREEZE rapid bus routes, as well as several MTS Rapid buses (230 + 280/290) is an important matter.



-  City of Escondido
-  CTNA Study Area

Figure 1

Community Transportation Needs Assessment (CTNA) Study Area

Community Transportation Needs Assessment

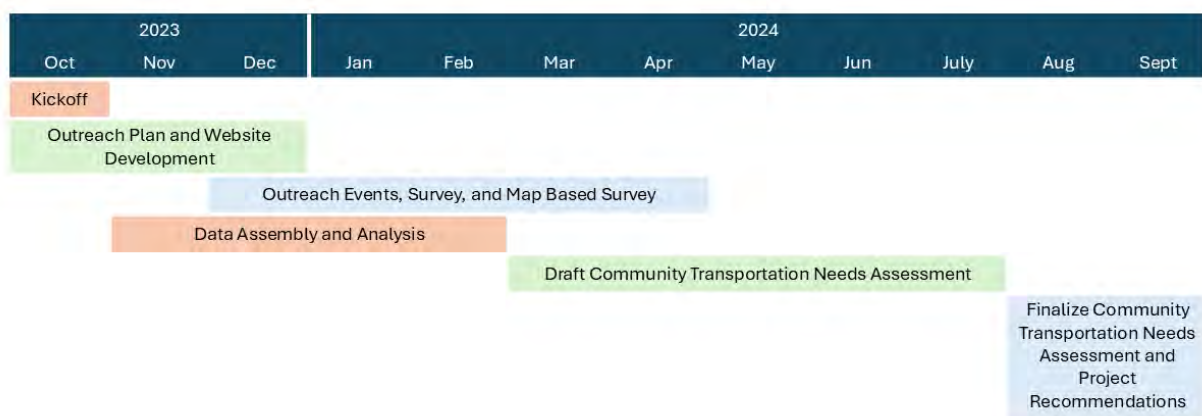
The California Air Resources Board (CARB) and the California Energy Commission (CEC) have dedicated funding to assist eligible applicants in conducting CTNAs under the Clean Mobility Options Voucher Pilot Program (CMO). CMO is a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to all eligible disadvantaged and low-income communities and tribal governments, to increase access to safe, reliable, convenient and affordable transportation options. There are three (3) key requirements of a CTNA:

- 1) Transportation Access Data Analysis
- 2) Community Engagement
- 3) Summary Report

CTNAs allow government entities to better understand how people currently travel, as well as mobility obstacles faced by community members, particularly those who do not have access to a vehicle. CTNAs include a review of existing demographic and socioeconomic data, extensive community outreach, and a community survey to help identify existing mobility needs and preferences for future transportation projects.

Project Timeline

The City was awarded the CTNA Voucher in October 2023 for a 12-month project period ending in September 2024. A general timeline of activities conducted for the Project is shown in the timeline below.



Purpose of this Report

This report was prepared to outline the steps taken by the Project Team to complete the CTNA, conduct community outreach, summarize key findings, and share lessons learned. This report is intended to provide background information to help inform the future expansion of mobility options in the CTNA Study Area.

Transportation Access Data Analysis

The following chapter provides the data collection and analysis necessary for Transportation Access Data Analysis to identify and assess the existing transportation access conditions in the City of Escondido - by measuring accessibility, affordability, and reliability. The following describes each measure as described in the CMO Program Data Collection Guide.¹

Accessibility - measures access to opportunities and vital services in a given area. For instance, an area where transportation options connect more seamlessly to jobs, education hubs and vital services like healthcare and food is deemed more accessible than an area that requires vehicles to access vital services.

Reliability - measures how much people can depend on different transportation options to safely and conveniently move around their community. For instance, an area can have plenty of transit nearby, but if it is constantly dirty, broken, or residents do not know about it, then it may not be reliable.

Affordability - measures the cost of mobility in comparison to people's income and other needs (healthcare, school, food, etc.) in the household.

This process aligns with the guidelines proposed in the Data Collection Guide for Community Transportation Needs Assessment, as outlined in the Clean Mobility Options Voucher Pilot Program.

Table 1 summarizes the resources used for this analysis.

¹ Clean Mobility Options Voucher Pilot Program Data Collection Guide for the Community Transportation Needs Assessment

Table 1: Transportation Access Data Requirements

Data	Measure	Source	Description	Year
Median Household Income	Affordability	US Census Bureau: Median Household Income by Census Tract, 5-Year Estimate (2017-2021) in 2021 Inflation-Adjusted Dollars,	Median household income and poverty rates within the community through Census data.	5-year data from 2017 to 2021, and 1-year data for year 2022
Number of Jobs, Inflow/Outflow of jobs	Accessibility	Census OnTheMap	Information on how many jobs are in a specific area. It also shows how many people commute in and out of a specified area for employment. This information can be useful to show how much people may rely on transportation when commuting to work.	Year 2020
EPA Walkability Index	Accessibility	EPA Smart Location Mapping Tool, Version 3.0	The EPA National Walkability Index is a nationwide geographic data resource that ranks block groups according to their relative walkability.	Year 2021
AllTransit™	Accessibility	Center for Neighborhood Technology	This resource provides an overall transit access score and detailed data on job accessibility, transit access, and equity	2013 National Transit Database
Housing and Transportation index	Accessibility Affordability	Center for Neighborhood Technology	This tool provides an accessibility and affordability index taking into account variations in transportation costs based on neighborhood characteristics.	
Collisions	Accessibility	Transportation Injury Mapping System	This tool maps collisions in an area over a period of time	Year 2018 to Year 2021
People for Bikes	Accessibility	People for Bikes Bicycle Network Analysis (BNA)	This tool measures how well bike networks connect people with the places they want to go	Year 2023

Median Household Income and Poverty Rates

Measure: Affordability

This indicator shows the median household income and poverty rates within the City of Escondido, as shown through Census data. Based on the most recent data available from American Community Survey (ACS), the City of Escondido has a Median Household Income of \$87,664 (ACS 2022). Approximately 11.8% of the population is considered to fall under the poverty line as defined using the federal poverty thresholds or guidelines set by the US government. **Table 2** shows the Median Household Income distribution and compares it to the San Diego region and the state of California.

Table 2: Median Household Income Distribution (1-Year ACS 2022)

Income	City of Escondido	San Diego Region	California
Under \$50K	28.1%	24.9%	27.9%
\$50K to \$100K	27.2%	25.5%	25.8%
\$100K to \$200K	31.5%	31.5%	28.2%
Over \$200K	13.2%	18.1%	18.1%

Figure 2 illustrates the median household income distribution across Escondido's Census tracts. As the map reveals, income levels tend to be lower in low-income community areas. Specifically, the median household income in these neighborhoods ranges from approximately \$29,292 to \$94,078. The weighted average of the median household income by population is calculated at approximately \$62k. This number is nearly 30% below the average median household income in the city of Escondido.

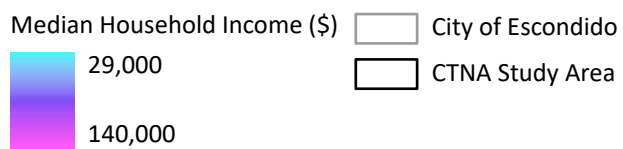
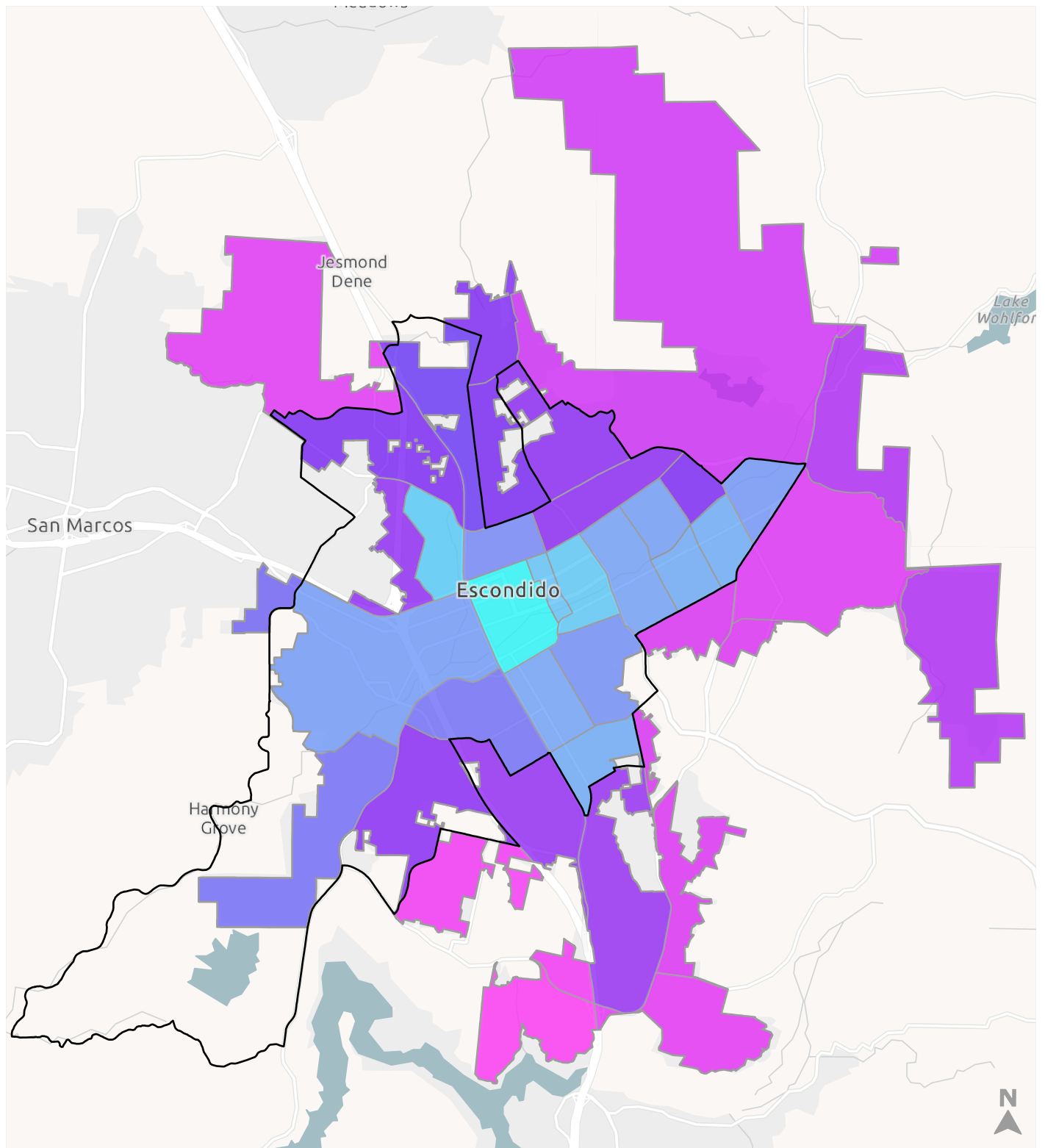


Figure 2

Median Household Income by Census Tract (Census Bureau)
5-Year Estimate (2017-2021) in 2021 Inflation-Adjusted Dollars

Number of Jobs and Commute Rates

Measure: Accessibility

This indicator shows the total number of jobs within the City of Escondido through Census data. **Table 3** shows the inflow/outflow job counts profile for the City of Escondido. Since people may work second jobs at or during their primary place of employment (like a plumber working deliveries or a babysitter answering phone calls), data is analyzed based on only 'Primary Jobs'.

Table 3: Inflow/Outflow Job Counts (1-Year ACS 2022)

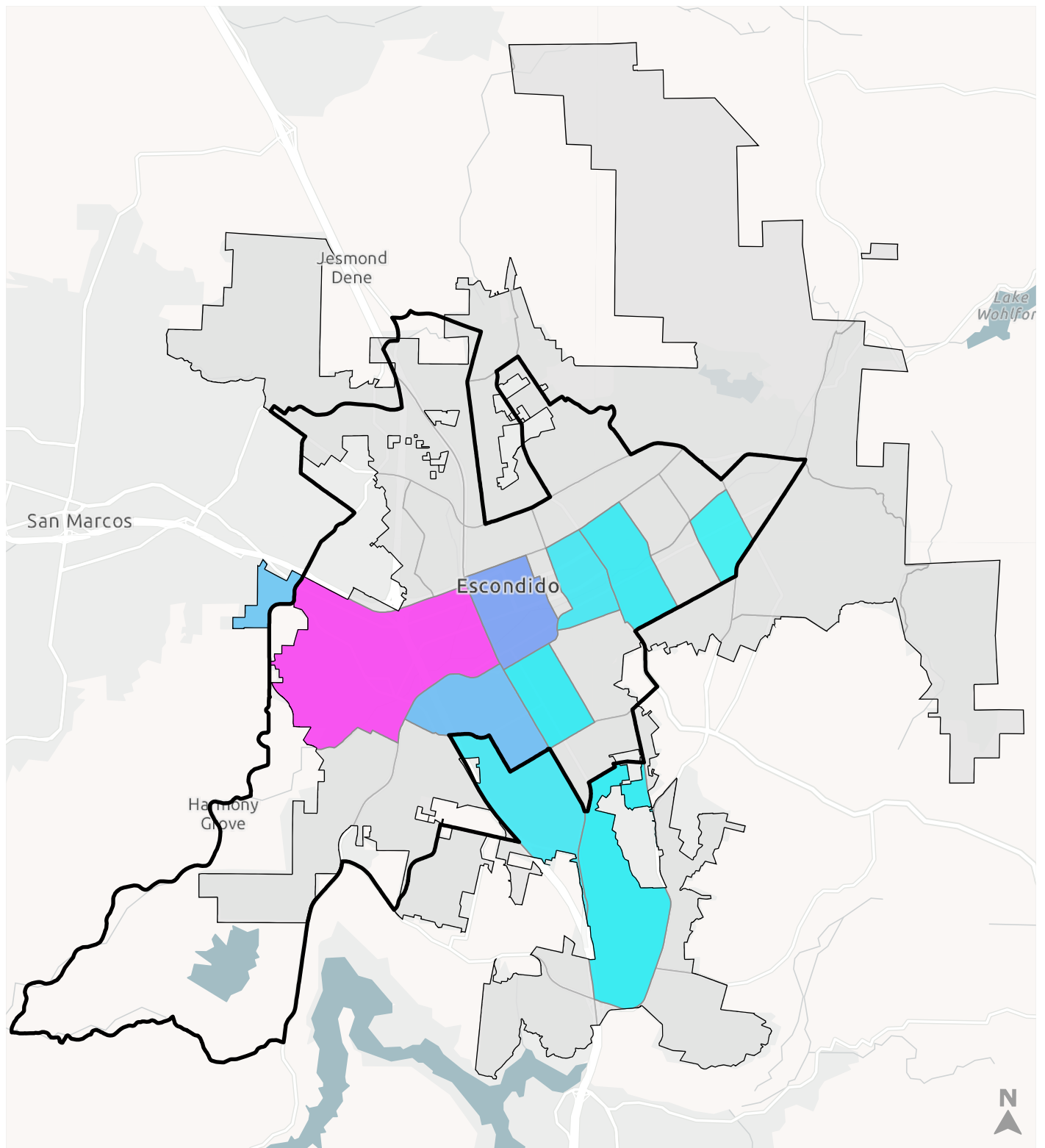
Inflow/Outflow	Income	Count	Share
Inflow	Total Jobs in the City of Escondido	45,449	-
	Employed in the City of Escondido but living outside	34,272	75.4%
	Employed and living in the City of Escondido	11,177	24.6
Outflow	Total Employees in the City of Escondido	60,222	-
	Living in the City of Escondido but employed outside	49,045	81.4%
	Living and employed in the City of Escondido	11,177	18.6%

depicts the distribution of jobs across Escondido based on 2020 Census data. The map reveals a concentration of employment opportunities in the downtown area, located in close proximity to a low-income neighborhood.

Table 4 shows the commute characteristics in the City of Escondido based on the ACS 2022 (1-year) Census data. Based on this data, nearly 72% of the commuters drive alone (6% higher than rates in the San Diego-Chula Vista-Carlsbad, CA Metro Area). Less than 4% of commuters use Public Transportation, Walk, or Bike combined. Each of the three transportation modes will be reviewed in more detail in the next sections.

Table 4: Commute Characteristics (1-Year ACS 2022)

Inflow/Outflow	Count	Margin of Error
Car, Truck, or Van	81.8%	±1.9%
Drive Alone	71.6%	±3.1%
Carpooled	10.2%	±2.2%
2-person	7.1%	±1.6%
3-person	2.2%	±1.2%
4 or more person	0.9%	±0.8%
Public Transportation	1.2%	±0.7%
Walk	0.8%	±0.5%
Taxicab, Motorcycle, or Bicycle	1.7%	±0.9%
Work from Home	14.5%	±2.1%



Number of Jobs



City of Escondido

CTNA Study Area

Figure 3

Number of Jobs by Census Tract
Source: Census OnTheMap Data, Year 2020

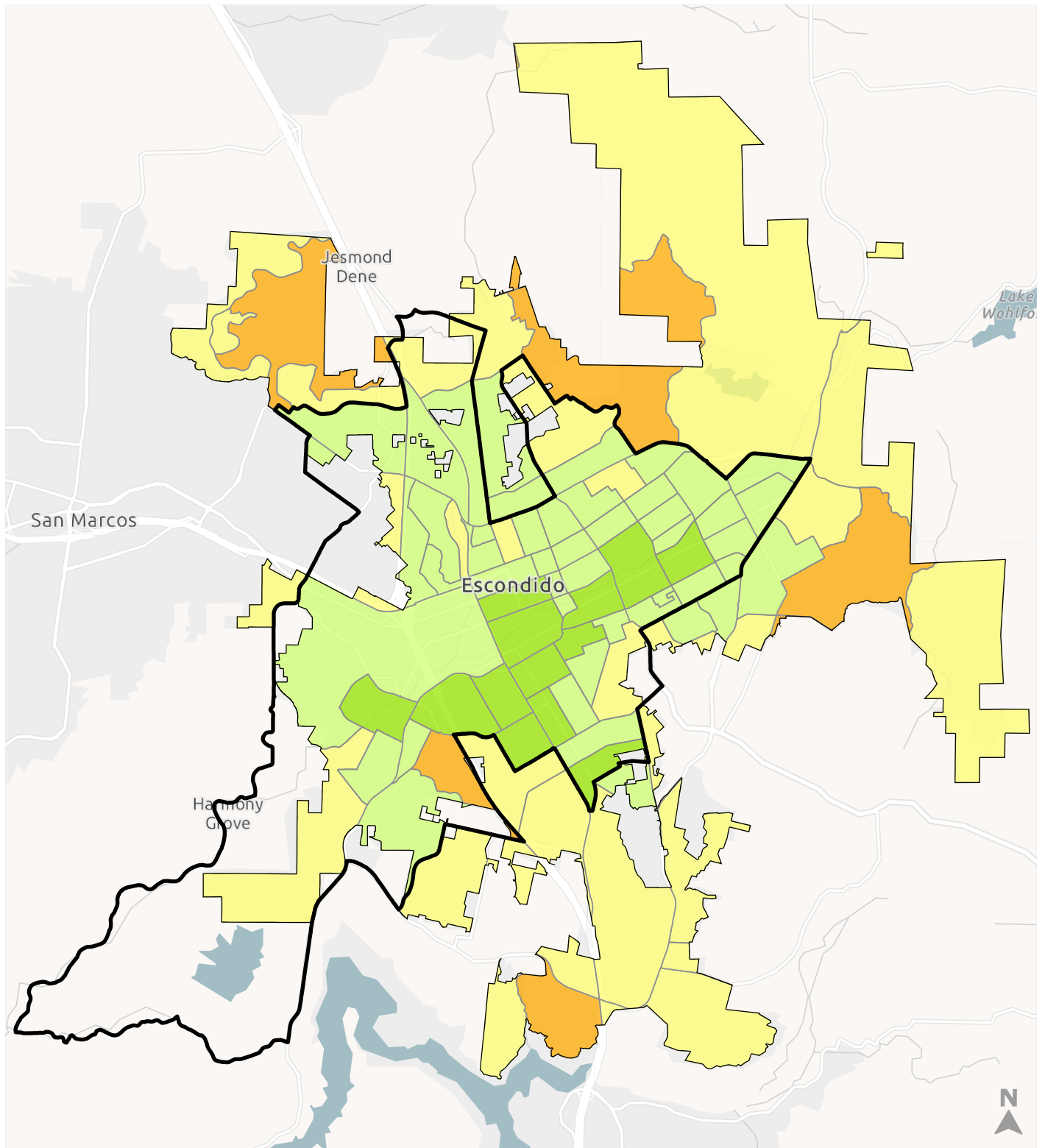
EPA Walkability Tools

Measure: Accessibility

The Smart Location Database developed by the US Environmental Protection Agency (EPA) summarizes more than 90 different indicators associated with the built environment and location efficiency, including density of development, diversity of land use, street network design, and accessibility to destinations, as well as various demographic and employment statistics.

EPA National Walkability Index provides walkability scores based on a simple formula that ranks selected indicators, from the Smart Location Database, that have been demonstrated to affect the propensity of walk trips. This Index dataset ranks each block group relative to all other block groups in the United States. The block groups were then assigned a rank from 1 to 20. A ranked score of 1 was assigned to the block groups with the lowest relative values influencing walking, and a ranked score of 20 was assigned to the block groups with the highest relative values influencing walking, with intermediate scores in between.

Figure 4 shows the national walkability index for the City of Escondido. Based on this data, block groups in the City rank between 3.3 to 18 with an average of 11.1 and a standard deviation of 3.2. While some areas might score well (between 15 to 20), many Census tracts in low-income communities score lower suggesting potential challenges for pedestrian accessibility.



National Walkability Index

- 1.00 to 5.75 (Least Walkable)
- 5.76 to 10.50 (Below Average Walkable)
- 10.6 - 15.25 (Above Average Walkable)
- 15.26 to 20.00 (Most Walkable)

- CTNA Study Area
- City of Escondido

Figure 4

National Walkability Index
Source: EPA Smart Location Database, Version 3.0 (2021)

AllTransit™

Measure: Accessibility

Center for Neighborhood Technology (CNT) has created a database consisting of stop, route, and frequency information for transit agencies in regions with populations greater than 100,000, as well as a large number of smaller regions and agencies. Data associated with transit agencies serving these areas were compiled from the 2013 National Transit Database, as well as the American Public Transportation Agency (APTA).

The AllTransit™ Performance Score measures the performance of the transit system based on a combination of metrics including transit accessibility, connections to other routes, jobs accessible in a 30-minute transit ride, and the number of workers using transit to travel. The estimated performance score ranges from 0 to 10, with 10 being the best score. The City of Escondido has a performance score of 5.2. The City is described as a *"Moderate combination of trips per week and the number of jobs accessible, enabling a moderate number of people to take transit to work"*. **Table 5** provides a summary of the findings based on AllTransit™ Performance Score insights.

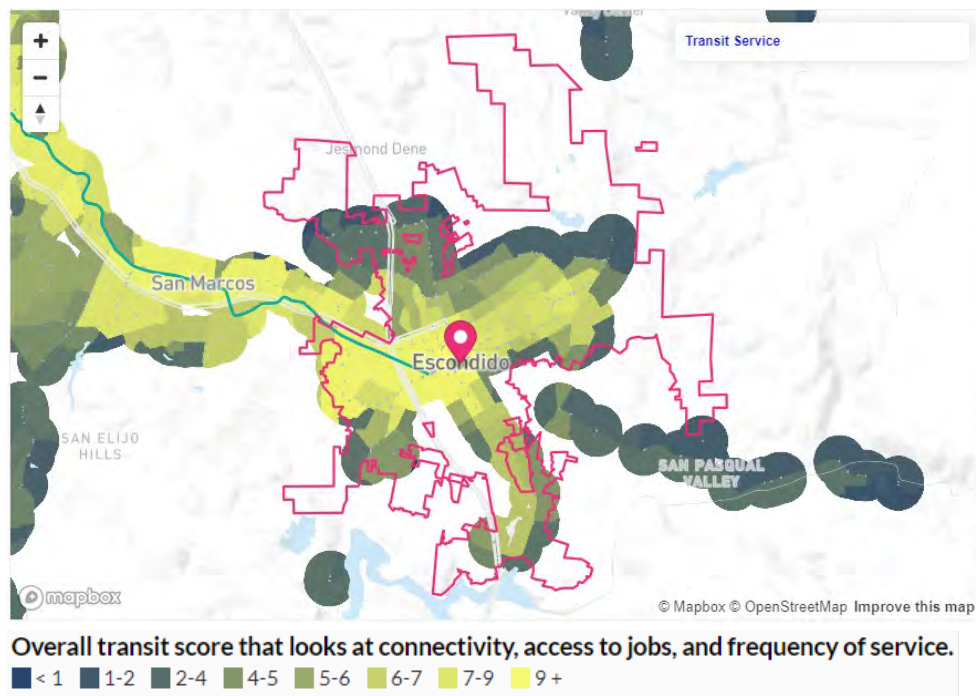
Figure 5 provides a snapshot of the performance scores within the City of Escondido. Based on this map, transit accessibility in the City of Escondido is mainly focused in downtown areas where most of the low-income Census tracts are located.

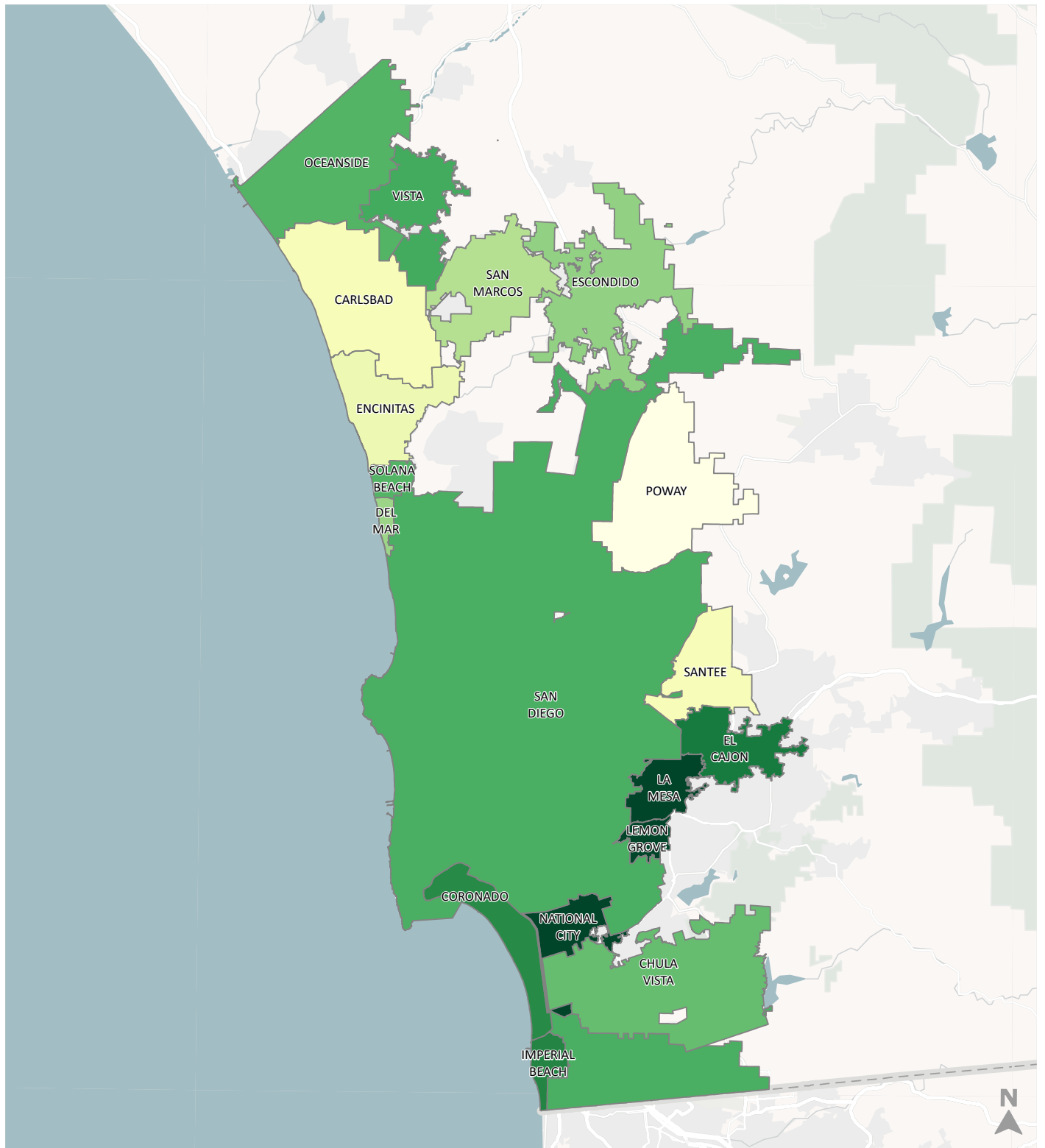
Figure 6 compares the AllTransit™ Performance Score across cities around the San Diego Region. Compared to the regions, the City of Escondido ranks a near average score with a moderate AllTransit™ Performance Score throughout the county.

Table 5: AllTransit™ Performance Score Insights

Metric	Description	Findings
Jobs	Percent of jobs near high-frequency transit	28.8%
	Percent of jobs that are located within ½ mile of transit	89.0%
	Jobs accessible by transit (within 30 minutes)	43,336
Economy	Percent of income for transportation costs	21.7%
	Customer households accessible to a business within a 30-minute transit commute	31,613
Health	Workers who commute by walking or biking and live within ½ mile of transit	2.06% walk 0.82% bike
Equity	Percent of low-income households near transit	91.2%
Transit Quality	Percent of households within ½ mile of transit	84.7%
	Percent of households within ½ mile of high-frequency transit	14.5%
Mobility	Transit routes available within ½ mile of a block group on average	6 transit routes
	Percent of households within ½ mile of transit that own no vehicles	7%
	Percent of households within ½ mile of transit that own one vehicle	32%
	Percent of households within ½ mile of transit that own a minimum of 2 vehicles	61%

Figure 5: AllTransit™ Performance Score by Block Group (City of Escondido)





AllTransit (TM) Performance Score

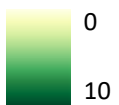


Figure 6

AllTransit (TM) Performance Score
Based on Connectivity, Access to Jobs, and Frequency

Housing and Transportation Index (H+T Index)

Measure: Accessibility and Affordability

Transportation costs are typically the second-largest spending category for a household. Conventional measures of housing affordability do not take into account transportation expenses. Transportation Expenses are significantly influenced by the neighborhood's attributes where a household decides to reside.

The Center for Neighborhood Technology (CNT) provides a tool that provides a Housing and Transportation (H+T®) index, taking into account variations in transportation costs based on neighborhood characteristics. The tool also provides a Neighborhood Characteristic Score (ranging from 1 to 10 with 10 as the best score) as compared to other neighborhoods around the States.

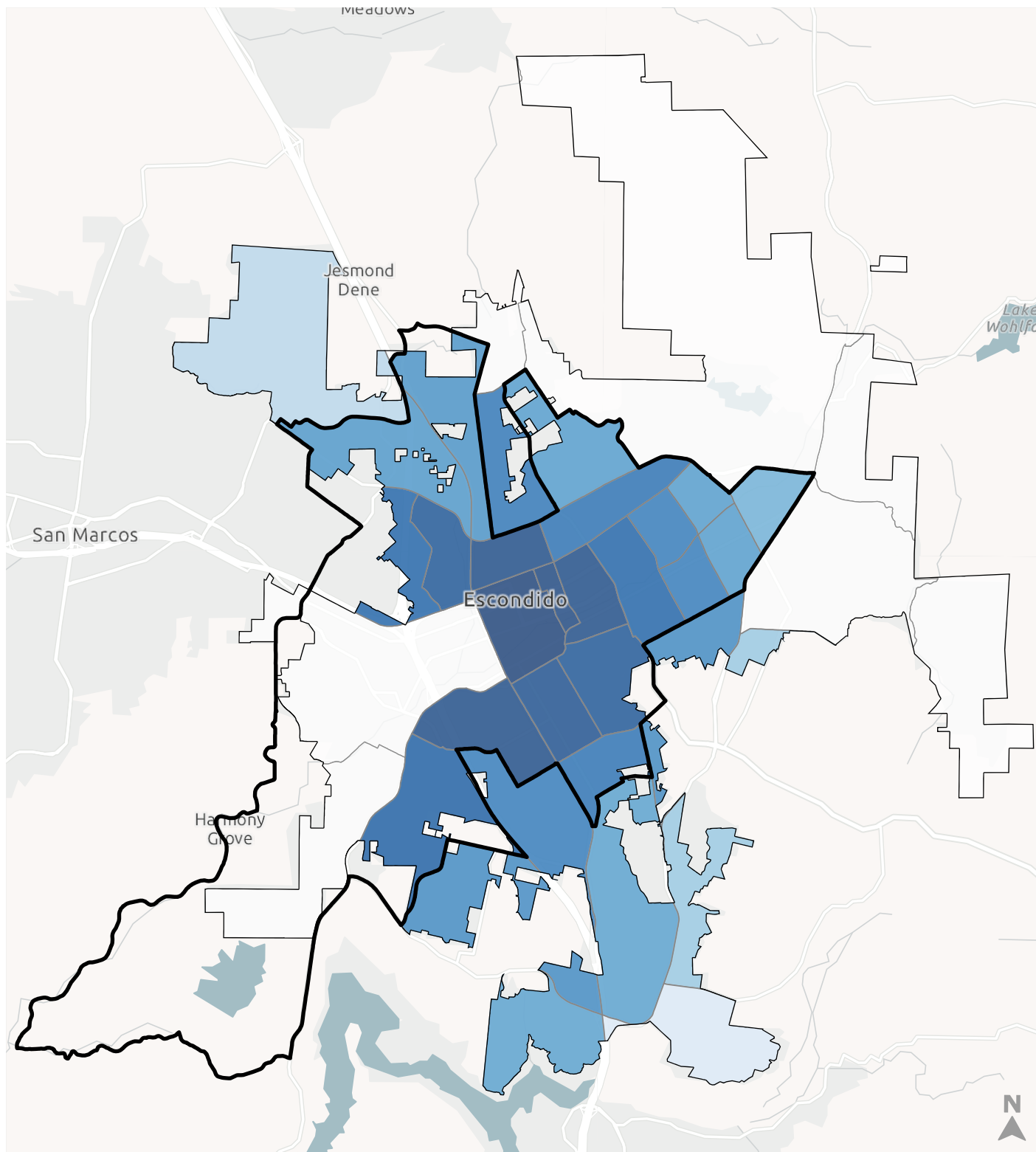
Figure 7 shows the jobs score by Census tract. **Figure 8** shows the Compact Neighborhood Score by Census tract. Based on the H+T Index, the City of Escondido maintains a Job Access score of 6.3, described as 'High access to a variety of jobs', and a Compact Neighborhood Score of 3.9, described as 'Low density and limited walkability'.

Additionally, the tool provides a 'Location Efficiency Metric' that provides the percentage of a select area that is compact, close to jobs and services, with a variety of transportation choices, allowing people to spend less time, energy, and money on transportation. According to this data, approximately 5% of neighborhoods in the City of Escondido are identified as Location Efficient Areas.

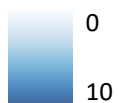
Table 6 provides a summary of findings from the Housing and Transportation Index outputs.

Table 6: Housing and Transportation Index (H+T®) Insights

Metric	Description	Estimate
Transportation Costs	Average annual transportation costs	\$15,616
	Annual auto ownership costs	\$11,628
	Average autos per household	1.85
	Average household VMT	16,940
Transit Ridership	Transit ridership among workers	4%
Affordability	Housing + Transportation Costs as a percentage of income	48%
	Housing Costs as a percentage of income	28%
	Transportation Costs as a percentage of income	20%



Job Access Score



City of Escondido

CTNA Study Area

Figure 7

Housing+Transportation Index (Job Score)
Based on 2022 Update

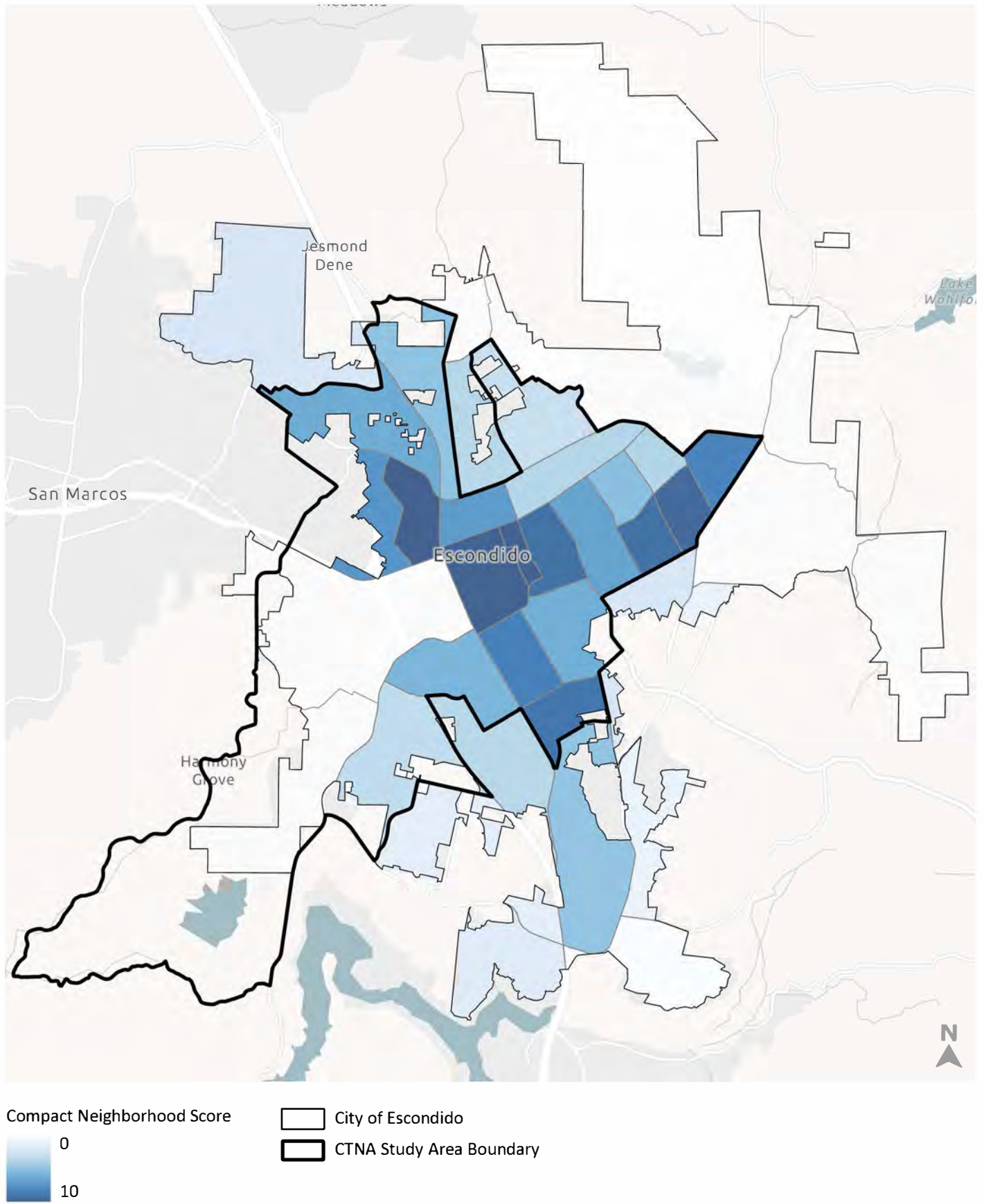


Figure 8

Housing+Transportation Index (Compact Neighborhood Score)
Based on 2022 Update

Transportation Injury Mapping System (TIMS)

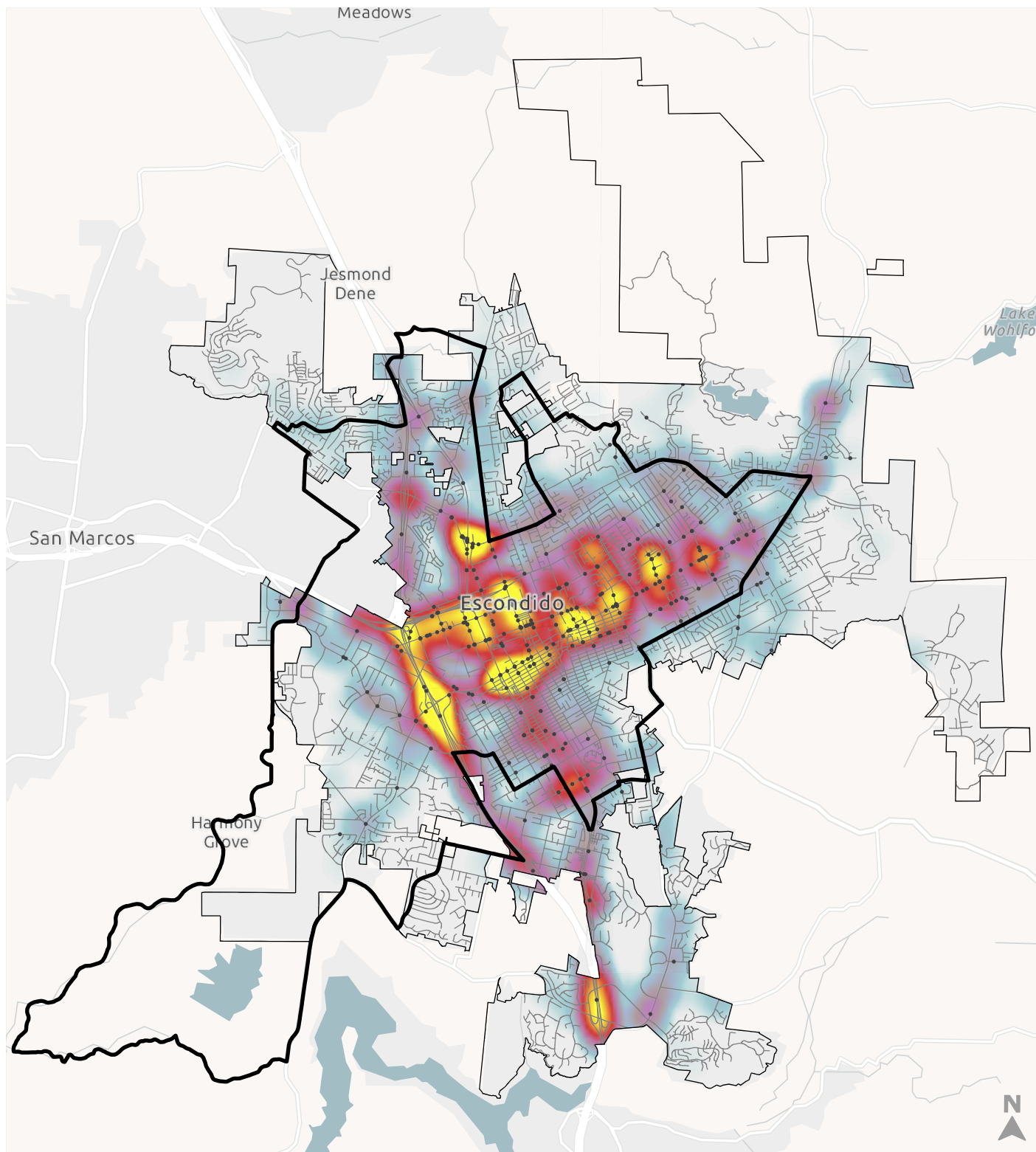
Measure: Accessibility

TIMS provides a web-based tool that is used to map collisions in an area over a period of time. The tool is used to identify dangerous streets or intersections for people biking and walking. **Table 7** provides a summary of the collision data profile in the City of Escondido.

Table 7: City of Escondido Collision Profile (TIMS 2018-2022)

Metric	Description	Findings
Crash Profile	Total Crashes	3,732
	Total Victims	52 Killed, 5,404 Injured
	State Highway	969 (26%)
	Ped Involved	228 (6%)
	Bike Involved	200 (5%)
	Motorcycle Involved	278 (7%)
Crash Severity	Fatal	45 (1%)
	Injury (Severe)	186 (5%)
	Injury (Other Visible)	1301 (35%)
	Injury (Complaint of Pain)	2,200 (59%)

Figure 9 illustrates that the majority of collisions recorded in the City of Escondido area are focused in the downtown area, near where the low-income Census tracts are located.



Collision Density



Sparse

Dense

City of Escondido

CTNA Study Area

Pedestrian and
Bicycle Collisions

Figure 9

Pedestrian & Bike Involved Collisions and Severity
Transportation Injury Mapping System (TIMS) 2018 - 2022

People for Bikes Bicycle Network Analysis (BNA)

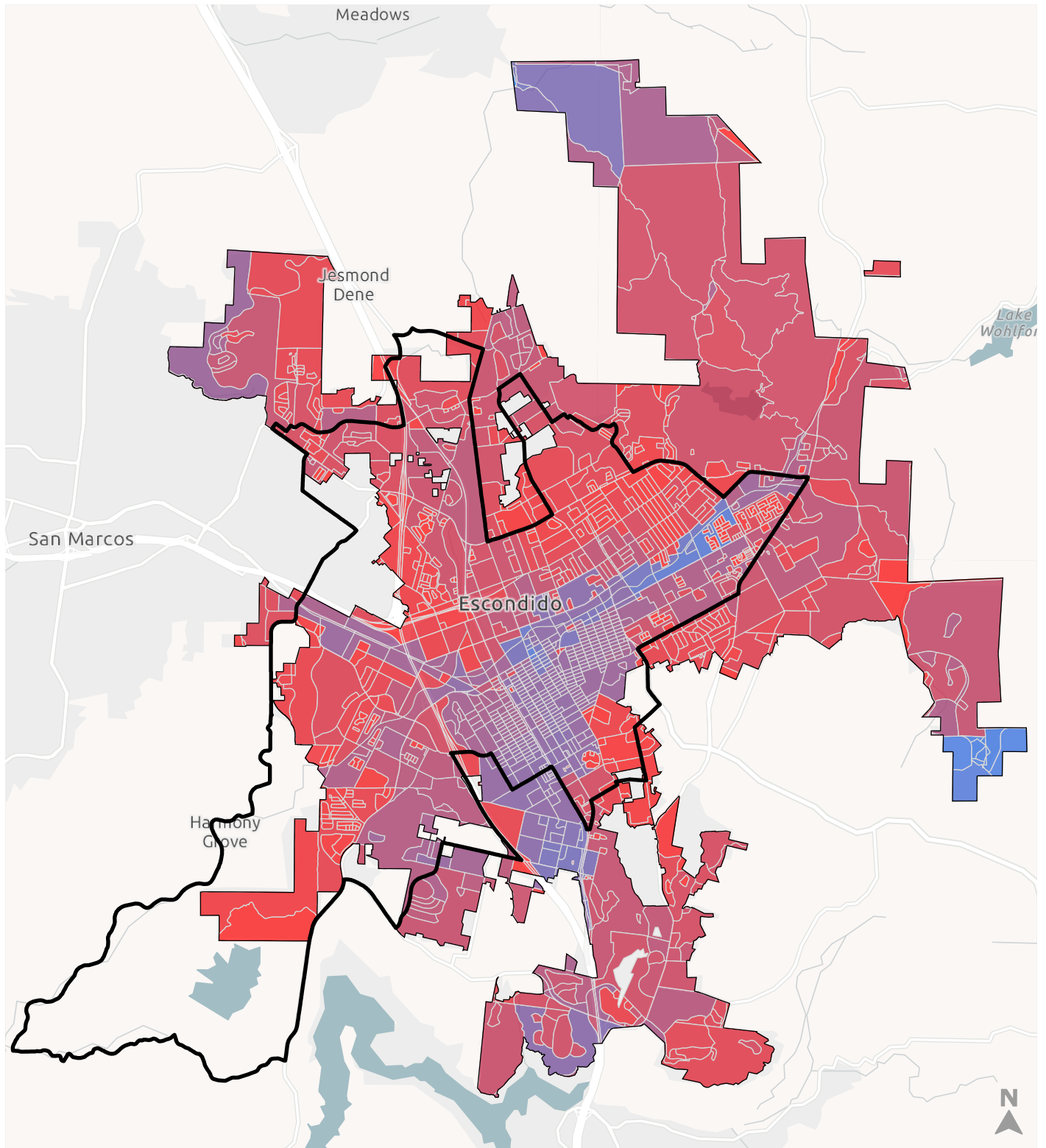
Measure: Accessibility

The Bike Network Analysis (BNA) is a data analysis tool that measures how well bike networks connect people with the places they want to go. Because most people are interested in biking only when it's a comfortable experience, the data includes only 'low-stress' biking connections.

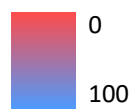
The BNA score was estimated in four steps: data collection, traffic stress analysis, destination access analysis, and score aggregation. This data helps to visualize bicycle infrastructure (or lack thereof) in the study area, and see how they connect to destinations like hospitals, dentists, major transit hubs, and more. **Table 8** shows the average BNA Score to reach various services and opportunities. **Figure 10** shows the Average BNA score by Census block for the City of Escondido. The BNA score on "low-stress biking connections" suggests that the current bicycle infrastructure in Escondido might be limited (20 out of 100), particularly in low-income Census tracts.

Table 8: BNA Score Summary

Metric	Description	Score
People	How well people can reach other people	22
Opportunity Total	How well can people reach Employment and Educational Opportunities	19
• Employment		17
• K12 Education		35
• Tech/Vocational College		6
• Higher education		0
Core Services	How well people can reach core services	19
• Doctors		14
• Dentists		17
• Hospitals		3
• Pharmacies		16
• Grocery		32
• Social Services		27
Retail	How well people can reach retail services	35
Recreation	How well people can reach recreation opportunities	25
• Parks		43
• Trails		14
• Community Centers		10
Transit		1
Overall Score		20



Bicycle Network Analysis
(BNA) Score



City of Escondido
CTNA Study Area

Figure 10

People for Bikes Bicycle Network Analysis (BNA)
Based on 2023 Update

Community Engagement

The Project Team developed an outreach framework document to guide project implementation and ensure that diverse voices were heard. This document outlined objectives and strategies that the Project Team would employ to engage community members, learn about their unmet mobility needs, and co-create sustainable solutions. The outreach goals set in this document include:

- Develop a community engagement approach that meets people where they are and provides a mix of virtual and in-person channels.
- Engage and solicit feedback from historically underrepresented, marginalized, and excluded communities using the proper tools, means, and knowledge.
- Establish region-wide and multi-jurisdictional partnerships aimed at increasing eligibility for regional clean mobility funding opportunities.
- Take an intersectional approach to the engagement process, ensuring that the unique economic, health, environmental, and educational challenges of each community are carefully considered and addressed.
- Foster meaningful relationships between the Project Team and community stakeholders, building capacity for future collaboration and project implementation.

Recognizing that community engagement should provide several avenues for people to meaningfully participate in the planning process, the Project Team used a variety of outreach materials and methods to invite community members to share their transportation experiences and ideas. Outreach materials included printed and online flyers to advertise outreach events and the availability of the online survey, printed surveys, development of a project website², interactive map, and visual glossary, and social media posts promoting the survey and outreach events on the City's platforms, as well as VCC's and COMPACT's.

Appendix

Accessibility and reaching demographically diverse communities were core components of our community engagement process. All outreach materials, printed and online, were available in English and Spanish, and Spanish interpretation services were provided at all community meetings.

Community Survey Development and Administration

Survey Development

The community survey was developed using a combination of the Project Team's past experience conducting mobility surveys as well as the resources provided in the Needs Assessment Implementation Toolkit. All sample survey questions provided by CMO were carefully reviewed to determine applicability to the project study area. In an effort to keep the survey length manageable and maximize participation, only the most critical questions necessary to understand community members' existing travel behavior,

² City of Escondido Mobility website: www.escondido.org/mobility

perceived barriers, and desired mobility options were maintained. A handful of demographic questions were also included to evaluate the Project Team’s success in reaching a diverse cross-section of the community. The survey was then translated into Spanish and reviewed by native Spanish speakers on the Project Team to ensure accuracy and accessibility for community members with limited English proficiency. An English and a Spanish copy of the survey are provided in **Appendix B**.

Survey Distribution and Collection

The survey was administered online through Social Pinpoint, an online community engagement platform. Through Social Pinpoint’s Translate feature, community members were able to take the survey in over ten languages. The survey was launched on December 4th, 2023 and closed on April 19th, 2024. Hard copy versions of the survey, in English and Spanish, were distributed at in-person outreach events, including the Swap Meet on February 25th, 2024, the Senior Educational Forum on March 5th, 2024, and the Community Conversation on April 4th, 2024. Large-print versions of the survey were provided at the Senior Educational Forum. Hard copy surveys could either be mailed in or scanned and emailed.

To compensate community members for their time and to encourage participation, all survey respondents were automatically entered into a raffle to win one of six \$50 Visa gift cards.

Data Entry

All survey responses were entered and stored in the Social Pinpoint database. Any hard copy surveys collected at in-person outreach events were manually entered into Social Pinpoint by Project Team staff to help streamline the analysis.

Data Cleaning

The Project Team reviewed each survey response individually to ensure all responses were appropriate and legitimate. Any duplicate survey responses were removed. The survey contained one (1) optional open-ended question asking if respondents had anything they wanted to share about their walking, biking, or transit experiences. Any Spanish responses were translated into English prior to analysis.

Data Analysis

Analysis of survey results was performed using the Social Pinpoint platform. Social Pinpoint automatically aggregates and analyzes responses to quantitative survey questions, then illustrates the results through summary tables and dynamic visualizations. “Other” responses, as well as responses to the one (1) optional open-ended question, were reviewed individually by Project Team staff for common themes. The survey included one question (Question 11) asking respondents to identify whether they live in the CTNA Study Area (referred to in the survey as the ‘CMO Grant Coverage Area’). This question was used to determine which survey responses represented the needs and interests of study area residents.

Community Survey Findings

The Project Team received 188 survey responses from community members. The majority of surveys (176) were completed via our project website. Of all online survey responses, 40% were completed via Desktop computer, 59% were completed via mobile device, and 1% were completed via tablet. Key takeaways from the survey are summarized in the following sections. Note that the survey was open to all, although most responses came from Escondido residents. Two-thirds of respondents noted that they live in the CTNA Study Area. The results presented herein represent all survey responses received. Full survey results can be found in **Appendix C**.

Demographics

Among the 188 survey respondents, a significant majority (79%) reside in Escondido and approximately two-thirds live in the CTNA Study Area (i.e., a low-income Census tract). Nearly half of all respondents (47%) work within the City. Interestingly, 63% of respondents were parents. The survey encompassed a diverse age range, spanning from under 18 to over 65 years old, with the highest representation from the 36-45 age group at 34%, followed closely by the 26-35 age group at 25%.

English was the primary language used by 89% of respondents followed by Spanish (10%). 53% of respondents identified as Caucasian or White and 33% of respondents identified as Hispanic or Latinx. Almost half (48%) of respondents said their household has access to two (2) cars while 31% said their household has access to three (3) or more cars. 18% said they have access to one (1) car and only 2% of respondents said their household does not have access to a car.

Active Transportation Barriers and Opportunities

To develop a more nuanced picture of the transportation challenges faced by study area residents, while using alternative modes, respondents were asked what prevents them from walking or biking to places they would like to go. The most significant barrier respondents face while walking is a lack of sidewalks or poor crosswalk conditions (59%), followed closely by concerns for personal safety (55%). The distance between origin and destination, and fear of traffic collisions or reckless behavior, were equally cited as concerns (47%). Additionally, 25% of respondents mentioned that walking takes too long, 14% pointed out that their route includes hilly terrain, and 10% indicated that pregnancy or having children/dependents affected their ability to walk. Only 6% of respondents reported that nothing prevents them from walking safely to their destinations. Other concerns, raised by 10% of respondents, included issues such as cars running red lights. Furthermore, 3% of respondents stated they are disabled, have difficulty walking, or use an assistive device such as a walker or wheelchair.

The biggest barrier respondents face while biking is a fear of traffic collisions or reckless driving (58%), followed by a lack of bike lanes or poor bike lane conditions (52%) and concerns for personal safety (52%). Lack of secure bike parking was noted by 32% of respondents, and 23% mentioned the distance between origin and destination as a barrier. Additional concerns raised by respondents included collisions due to cars running red lights and poor road conditions.

When asked what makes them feel unsafe while walking or biking, the majority of respondents pointed to high traffic speeds or volume (68%), followed by the lack of sidewalks or poor bike lane conditions (65%) and drivers not showing courtesy to pedestrians and bicyclists (62%). Lack of adequate lighting was a concern for 42% of respondents, and 37% cited the potential for crime. Only 5% of respondents felt nothing made them feel unsafe. Among the 10% who selected "Other," additional concerns included battery-powered skateboards and bikes traveling on sidewalks at high speeds, dark and unpopulated areas, unhoused people and poor lighting conditions along Escondido Creek Trail, and insufficient stop lights on busy roads.

As far as opportunities for improvement, the survey also sought to understand what roadway enhancements would make participants more willing to walk or bike. The top three enhancements identified by respondents were sidewalks or bike lanes separated from traffic (68%), designated safe routes for walking or biking to school (57%), and increased numbers of protected or marked crossings (56%). Respondents also highlighted the importance of greater connectivity between regional walking and biking paths and neighboring communities (53%), improved street lighting (44%), and measures to reduce vehicle speeds (41%).

Transit Priorities

Participants were also asked to prioritize their preferences when considering transit options. A significant majority, 36% of respondents, highlighted safety as their foremost concern. Reliability and convenience followed closely behind, with 20% and 12% of respondents citing these factors as critical, respectively. Accessibility (10%), frequency (9%), speed (8%), affordability (5%), and comfort (0.5%) were less frequently identified as top transit priorities among participants.

The survey also explored interest in a circulator bus service in downtown Escondido. Roughly two-thirds of respondents expressed a willingness to use such a service if it were made available. This indicates a potential demand for convenient and accessible public transportation options within the downtown area, which could contribute to reduced reliance on personal vehicles and enhanced mobility for residents and visitors alike.

Destinations of Interest

To identify key destinations and determine specific travel patterns, participants were asked where they would like to walk, bike, or take transit to that they do not currently. More than half (60%) expressed a desire to walk or bike for exercise or leisure. The three most popular destinations were parks (47%), grocery stores (46%), and schools (39%). Homes of friends and family (39%), restaurants (37%), and workplaces (35%) were also frequently mentioned. 30% of respondents said they would like to walk, bike, or take transit to run errands.

Current Transportation Behavior

The survey aimed to understand participants' current transportation habits and their interest in alternative modes of transport if readily available and affordable. The three most commonly used transportation

modes among respondents are driving alone (86%), driving with others (66%), and walking or rolling (46%). Rideshare services like Uber and Lyft are also popular, with 32% of respondents using them, followed by biking (22%), light rail/metro train (13%), and bus services (7%). Less frequently used options include taxis (2%), shuttle/microtransit (2%), bikeshare (1%), scootershare (1%), and vanpooling (1%). Only one respondent (0.5%) reported using carshare services.

The survey also revealed gaps in familiarity with certain transportation options. The three travel modes that respondents were least familiar with were: carshare (20%), vanpooling (19%), and shuttle/microtransit (19%). Additionally, a notable percentage of respondents were unfamiliar with bikeshare (15%), scootershare (13%), and light rail/metro train (11%).

Possible Future Transportation Behavior

When asked which options they would consider using if readily available and affordable, respondents showed significant interest in public transit options. 61% of respondents said they would use light rail/metro train if readily available and affordable. Roughly half of all respondents said they would use the bus, shuttle/microtransit, or bike if readily available and affordable, while just under a quarter of all respondents said they would use bikeshare, scootershare, or rideshare services (e.g., Uber, Lyft).

Conversely, the survey also identified the transportation modes respondents are least likely to use. 71% and 65% of respondents indicated that they would not use taxis or carshare services, respectively, even if readily available and affordable. Roughly 60% of respondents said they would not use vanpooling, scootershare, or bikeshare services, and approximately 40% said they would not use rideshare services.

Survey respondents were also asked which shared mobility options they would most like to see the City invest in. The majority of respondents indicated that they would most like to see the City invest in on-demand microtransit (74%) or traditional fixed-route transit (72%). 41% of respondents expressed interest in bikeshare, and 38% expressed interest in electric vehicle carshare. Just over one-third of respondents would like to see the City invest in scootershare.

Community Engagement Activities

Community Pop-Up Event

In an effort to meet people where they are, the Project Team held a community pop-up event at the Escondido Swap Meet on February 25th, 2024. The Escondido Swap Meet is a weekly outdoor market filled with vendors selling both used and new merchandise. The event is well-attended by Escondido's Hispanic population and was selected for its location within the CTNA Study Area. During the event, Project Team staff handed out flyers and tchotchkes promoting the project and encouraged passersby to fill out the community survey at our designated booth. Hard copy versions of the survey were available in English and Spanish for community members to complete. A banner stand displaying key project information and a QR code to the project website was positioned at our booth, and Project Team staff were available to answer any questions from community members. The Project Team engaged with approximately 80 people over the course of the seven-hour event.





Community Presentations

Neighborhood Leadership Forum (NLF) Meeting

On October 26th, 2023, the Project Team delivered a presentation to the Neighborhood Leadership Forum (NLF) to raise awareness about the project. The NLF is a quarterly meeting during which Escondido's neighborhood group leaders come together to discuss accomplishments, challenges, group events, and other City happenings. The meeting took place within the CTNA Study Area at Escondido City Hall and was attended by approximately 20 neighborhood group leaders. During the presentation, City of Escondido staff, with support from Fehr & Peers, provided an overview of the CMO and project website, followed by a brief Q&A session. Meeting attendees were then asked to take this information back to their respective neighborhoods to help spread the word and encourage community participation.

Community Alliance for Escondido (CAFE) Meeting

In an effort to gain traction on the project, COMPACT staff gave a brief presentation at the virtual Community Alliance for Escondido (CAFE) meeting on February 9th, 2024. CAFE is a group of stakeholders, community members, and service providers that meet biweekly to discuss new programs and available resources, and share news regarding the needs of the Escondido community. 23 people attended the presentation. During the presentation, COMPACT staff provided an overview of the CMO and project website, including the interactive feedback map and community survey. COMPACT staff also highlighted upcoming outreach events and gave meeting attendees a chance to ask questions at the end.

Senior Educational Forum

On March 5th, 2024, the Project Team held a one-hour Senior Educational Forum at the Park Avenue Community Center, located within the CTNA Study Area. The event was held to inform and get input from Escondido's senior population. The event was promoted internally and through the Park Avenue Post (a



newsletter run by the Park Avenue Community Center). 15 people participated in the forum. Led by the City of Escondido, with support from VCC, the forum began with a brief presentation, similar to the one given to CAFE on February 9th, 2024. The presentation was then followed by an open discussion where participants had a chance to provide input on locations of concern and/or present their ideas for making it safer and easier to get around Escondido. Many of the participants expressed how hard it can be to get around the city or get rides at an affordable price. The Project Team also handed out large-print surveys for participants to fill out in English or Spanish.

Public Workshop

On April 4th, 2024, the Project Team held an evening public workshop, or ‘Community Conversation,’ at the Escondido Public Library located within the CTNA Study Area. The Community Conversation was advertised heavily on social media (e.g., Instagram, Facebook, etc.) in the weeks leading up to the event. Additionally, the Project Team coordinated with Councilmember Consuelo Martinez to hold an interview with her that would air on Univision, a Spanish-language television network, two days prior to the event. During the interview, Martinez discussed the importance of the project and encouraged community members to voice their transportation concerns at our upcoming Community Conversation. The Project Team also distributed flyers and posters advertising the event at various locations throughout the city, including local markets and businesses, laundry mats, City Hall, the Escondido Public Library, and the East Valley Community Center (EVCC).

The Project Team utilized a station-based setup to facilitate the Community Conversation. Attendees were asked to sign in upon arrival to help us track attendance. They were also given instructions on how to navigate the stations. The first station was the info board station, where attendees could familiarize themselves with the City’s three distinct, but overlapping mobility planning efforts, one of which is the CTNA. The CTNA info board provided an overview of the CMO, the goals of the CTNA, and a map of the CTNA Study Area. The station was supported by Project Team staff, who were there to provide key project takeaways and help answer any questions. The second station was the map activity station, where attendees had a chance to provide location-specific feedback by placing Post-it notes on large, 24x36 inch maps of the city. Attendees were prompted by Project Team staff with the following question: “Where would you like to see improvements made to the City’s pedestrian, bicycle, or transit network?” The activity was intended to be an analog alternative to the interactive feedback map hosted on our project website. Once the event was over, all comments received on the paper maps were manually added to the online feedback map by Project Team staff. The third and final station was the survey support station, where attendees could fill out our community survey (via pen and paper or tablet) with the support of Project Team staff. All event attendees were asked to fill out the survey. Copies of our visual glossary, which was designed to help participants recognize and understand unfamiliar terms and ease any language barriers, were available at the station for participants to reference as they filled out the survey.

A total of 15 community members attended the Community Conversation. The event was a true team effort, organized and facilitated by all members of the Project Team. All materials for the event were

provided in both English and Spanish, and bilingual Project Team staff were present to provide translation support if needed.



School-Focused Outreach

Virtual School Listening Sessions

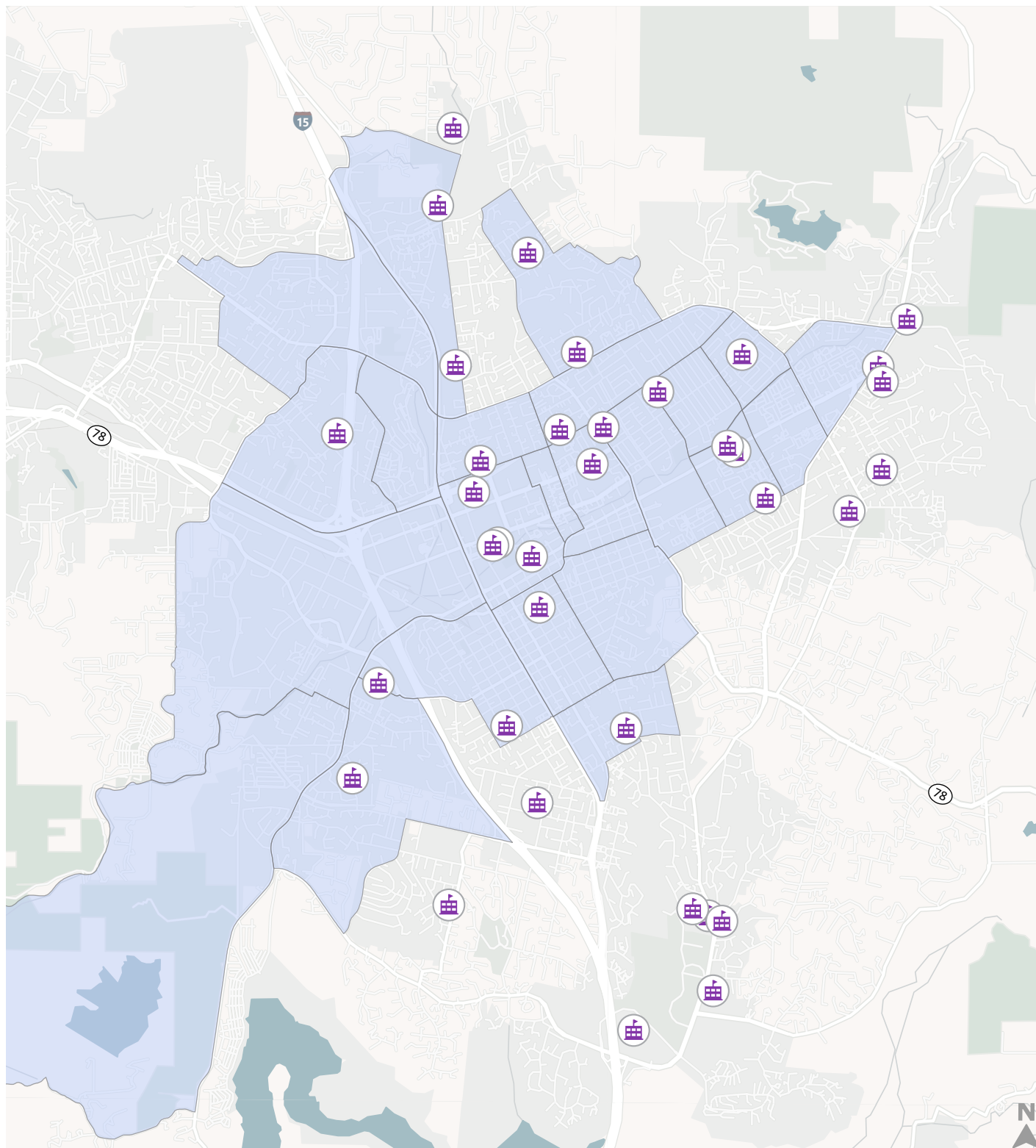
The Project Team conducted five virtual listening sessions with representatives from over 30 public schools in Escondido on the following dates: March 13th, March 14th, March 18th, April 8th, and April 11th. All 36 Escondido public schools were invited to participate in the listening sessions, including 23 schools (64%) located within the CTNA Study Area, as shown in **Figure 11**. These sessions were promoted through social media and were led by Alta staff, with translation support from COMPACT. Over 75 people participated in the listening sessions in total. Alta staff started each session with a brief explanation of the CMO, the Safe Routes to School (SRTS) program, the purpose of the listening sessions, and some examples of what suggested improvements could look like. Education stakeholders, including parents, students, teachers, and school staff, then shared their insights regarding the existing mobility challenges at their respective schools. Participants highlighted locations within the City that present dangers to cyclists and pedestrians, and offered potential solutions for promoting safety and active modes in the school environment. Each listening session lasted no more than two hours.

In-Person School Walk Audits

Following completion of the virtual school listening sessions, the Project Team conducted walk audits with 11 of the schools over the course of three (3) days: June 12th, June 13th, and June 14th. The selection of the 11 schools was based on insights gathered from listening sessions and overall safety needs, with 7 of these schools located within the CTNA Study area. The walk audits were led by Alta staff, with support from COMPACT. During the audits, Escondido Union School District (EUSD) staff and school administrators, including principals, office managers, and heads of security, were able to voice their school-specific concerns regarding traffic flow, sign visibility, congestion, pedestrian safety, and any other transportation-related issues, which were observed and documented by the Project Team. Alta staff then talked through potential solutions with the school and District representatives, informing them that final recommendations would be provided through a formal Safe Routes to School Plan.

Interactive Feedback Map

To ensure that community members unable to attend in-person events could still share their input and experiences, the City hosted an interactive feedback map on the project website. The interactive feedback map allowed community members to provide location-specific feedback on the City's transportation network using designated markers. Marker categories consisted of the following: Walking Barrier, Walking Opportunity, Biking Barrier, Biking Opportunity, Transit Barrier, Transit Opportunity, and Other Comment. The "barrier" markers were intended to represent locations where barriers, such as inadequate bike facilities or uneven sidewalks, impede users' ability to travel. The "opportunity" markers were intended to represent locations where users would like to walk, bike, or ride transit, but there are no existing facilities to allow them to do so safely. Users could use the "Other Comment" marker to leave general comments on the City's active transportation network. Users could also upload supplementary pictures, and view and vote on other community members' comments. The interactive feedback map was open from December 4th, 2023 to April 19th, 2024, receiving over 220 comments, with 163 of those specifically focused on the CTNA Study Area.



Public Schools



CMO Grant Coverage Area

Figure 11

Public Schools in Escondido



Limitations and Lessons Learned

While the project successfully gathered valuable information from community members, there were limitations that could be addressed in future efforts.

- Virtual outreach tools, such as our interactive feedback map, may have excluded some residents from the community engagement process due to technological barriers or accessibility issues.
- Map-based surveys can allow one person's voice to overshadow others' if there is no limit on the number of comments a person can leave, potentially leading to an unrepresentative sample.
- Use of technical jargon in project materials may have different meanings for community members compared to planners and technical experts. While staff made efforts to simplify the language, earlier use of technical terms may have limited initial engagement.
- Language accessibility also presented a challenge. For example, some mobility terms were difficult to translate accurately across languages.
- The significant length of the community survey may have discouraged some community members from fully completing it, potentially leading to incomplete responses/data.
- Lack of fun, eye-catching outreach activities may have limited our success in attracting passersby to engage at in-person outreach events.
- While the available data provided valuable insights, it lacked the desired level of detail for some parts of the analysis. Often, the data was aggregated at the city level, preventing us from identifying specific trends or patterns at a more granular geographic scale.

By acknowledging these limitations, the City of Escondido can refine its outreach and analysis approach for future planning efforts, ensuring broader participation and a more comprehensive understanding of community needs.

Discussion and Solutions

Through the CTNA process, the Project Team gained valuable insight into the transportation needs, challenges, and preferences of the Escondido community. The following key findings were gleaned from the needs assessment process:

Transportation Access Data Analysis

Analysis reveals a disparity in transportation access and mobility within Escondido. Residents in lower-income neighborhoods face greater challenges due to lower median household incomes (30% below the Escondido Median household income average), which often correlates with reduced car ownership and increased reliance on public transportation.

The All-Transit Performance Score of 5.2 out of 10 further underscores the need for improvements in transit accessibility and connectivity. The majority of residents commute alone (nearly 72% of the commuters), highlighting a reliance on personal vehicles. Additionally, the distribution of jobs and services is concentrated in downtown areas where a high proportion of the low-income population resides.

To compound these issues, the city's walkability, as measured by the National Walkability Index, varies significantly across neighborhoods. While some areas in the downtown district are rated as "Most Walkable", most of the Census tracts within the CTNA Study Area are rated near average, highlighting a significant need for alternative transportation options (refer to **Figure 4**).

Furthermore, the Housing and Transportation Index reveals that a small percentage of Escondido neighborhoods are considered "Location Efficient," highlighting a lack of compact, mixed-use development with accessible transportation choices. This factor contributes to increased travel times, higher transportation costs, and reduced accessibility to opportunities.

The prevalence of traffic collisions in downtown areas, where many low-income residents live, also underscores the need for improved safety and mobility options in these neighborhoods.

Community Engagement

Consistent with the results of the data analysis, community input received through workshops and surveys indicates that the most popular transportation mode among community members is driving alone. However, approximately 74% of respondents indicated that they would be supportive of an on-demand microtransit solution if the CMO Mobility Project Voucher or other grant funding is pursued. Another 72% indicated support for traditional fixed-route transit.

When considering possible future travel patterns, survey respondents showed significant interest in public transit options, particularly light rail, bus, and microtransit/shuttle, assuming these options are made more accessible and affordable. Survey results also revealed gaps in familiarity with certain transportation

options (e.g., carshare, vanpooling, etc.), indicating a need for additional outreach to increase awareness around new transportation options and ultimately ease implementation.

When asked about the challenges and barriers faced while walking in Escondido, survey respondents listed low-quality (or lack of) pedestrian infrastructure (e.g., sidewalks, crosswalks, etc.), concern for personal safety, excessive distance between origin and destination, and fear of traffic collision or reckless driving behavior as the most significant barriers. Similarly, fear of traffic collisions or reckless driving behavior, low-quality (or lack of) bicycle infrastructure, and concern for personal safety prove to be the biggest barriers respondents face while biking. When respondents were asked to rank their transit priorities, a significant majority highlighted safety as their foremost concern, followed by reliability and convenience.

Recommended Solutions

Based on our review of available data and input from the community, Escondido's low-income communities face significant transportation disparities. Low public transit utilization and an overwhelming reliance on personal vehicles reveal limitations in access to alternative modes of travel. Implementation of a clean mobility option, such as on-demand microtransit, could be a promising solution to help alleviate some of these challenges, and one that residents indicated they would be supportive of.

On-demand microtransit offers numerous benefits in downtown areas. This flexible transportation option helps bridge the gap between traditional public transit and private car usage, making it easier for people to navigate urban environments without relying on personal vehicles. By providing frequent, reliable, and convenient services, microtransit reduces traffic congestion and parking demand, contributing to a more sustainable and efficient urban infrastructure. Additionally, microtransit solutions enhance accessibility for residents and visitors, connecting them to key destinations such as business districts, entertainment venues, and public services. This improved connectivity supports local economies, promotes environmental sustainability, and fosters a more vibrant, pedestrian-friendly urban landscape. By expanding mobility options, improving connectivity, and reducing reliance on personal vehicles, clean mobility initiatives can enhance the overall quality of life for Escondido residents and visitors alike, especially those in underserved communities.

Next Steps

Following the completion of the CTNA process, the City of Escondido will use the results of this report to apply for a CMO Mobility Project Voucher. The City will coordinate internally to prepare this application and outline a program to implement an on-demand microtransit solution. The City will then select the appropriate partners to operate the microtransit service and negotiate a service contract. The City will continuously monitor the service and modify service locations, hours, and operations where needed, based on feedback from the service users.

Lessons from the CTNA process will be shared internally with other City departments. The information shared will help guide future outreach efforts in the City and ensure that diverse populations are included in every step of the planning process.

Appendix A: Outreach Materials

VISUAL GLOSSARY

BIKESHARE

Shared mobility service in which people can rent bicycles for short periods of time, often by the minute.



SCOOTERSHARE

Shared mobility service in which people can rent electric motorized scooters for short periods of time, often by the minute.



RIDESHARE

App-based shared mobility service in which people can request a ride on short notice from drivers using their personal vehicles for hire.



CARSHARE

Shared mobility service in which people can rent cars for short periods of time, often by the hour.



CIRCULATOR BUS

Short-distance, circular, fixed-route transit service that takes riders around a specific area with major destinations, typically downtown.



MICROTRANSIT / SHUTTLE

Shuttle service that users can request, commonly through an app, to transport them to nearby locations such as transit stops, grocery stores, or doctors appointments.



LIGHT RAIL / METRO TRAIN

A rail-based public transportation system with trains that carry fewer people and travel at slower speeds compared to heavy rail.



TRADITIONAL FIXED-ROUTE TRANSIT

Traditional bus service that follows a fixed route.



UBERX SHARE

Discounted service offered by Uber that allows users to share a ride with other passengers heading in the same direction.



VANPOOL

A group of people (typically 7-15) commuting together on a regular basis using a van or similarly-sized vehicle. Think carpooling but on a larger scale.



GLOSARIO VISUAL

BICICLETA COMPARTIDA

Un servicio de movilidad compartida en el que las personas pueden alquilar bicicletas por períodos cortos de tiempo, a menudo por minutos.



SCOOTER COMPARTIDO

Un servicio de movilidad compartida en el que las personas pueden alquilar scooters eléctricos con motor por períodos cortos de tiempo, a menudo por minutos.



VIAJE COMPARTIDO

Un servicio de movilidad compartida basado en una aplicación en el que las personas pueden solicitar un viaje con poca antelación a los conductores que utilizan sus vehículos personales de alquiler.



COCHE COMPARTIDO

Un servicio de movilidad compartida en el que las personas pueden alquilar coches por períodos cortos de tiempo, a menudo por horas.



AUTOBÚS CIRCULADOR

Un modo de tránsito de ruta fija, circular y de corta distancia que lleva a los pasajeros por un área específica con destinos principales, generalmente el centro de la ciudad.



MICROTRANSITO / LANZADERA

Un servicio de transporte que los usuarios pueden solicitar, comúnmente a través de una aplicación, para transportarlos a lugares cercanos, como paradas de transporte público, tiendas de comestibles o citas médicas.



TREN LIGERO / METRO

Un sistema de transporte público basado en ferrocarril con trenes que transportan menos personas y viajan a velocidades más lentas en comparación con el tren pesado.



TRÁNSITO TRADICIONAL DE RUTA FIJA

Un servicio de autobús tradicional que sigue un recorrido fijo.



UBERX SHARE

Un servicio con descuento ofrecido por Uber que permite a los usuarios compartir viaje con otros pasajeros que van en la misma dirección.



FURGONETA COMPARTIDA

Un grupo de personas (normalmente entre 7 y 15) que viajan juntas de forma regular utilizando una furgoneta o un vehículo de tamaño similar. Piense en compartir el coche, pero a mayor escala.





We need to hear from you!

The City of Escondido is leading several major efforts to bolster mobility options in Escondido.

- 1. Developing a Comprehensive Active Transportation Strategy (CATS)** which will look for opportunities to enhance bikeways and sidewalks and provide safer facilities for all people “8-80” to walk, bike, and roll!
- 2. Refreshing the Mobility and Infrastructure Element of the General Plan** to evaluate mobility needs, congestion relief, and safety, while also further incorporating “Complete Streets” concepts, as introduced in the 2012 edition of the General Plan. Complete Streets are “streets designed and operated to enable safe use and support mobility for all users” (U.S. Department of Transportation).
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Before we can get started on these plans, we first need to understand how Escondido residents currently travel and how they would like to travel. *That’s where you come in!*

**Questions?
Connect with us!**

Craig Williams, Associate Engineer
Traffic & Transportation
(760) 839-4812
cwilliams@escondido.org



www.escondido.org/mobility

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¡Necesitamos su opinión!

La ciudad de Escondido está dirigiendo varios esfuerzos importantes para mejorar las opciones de movilidad en Escondido.

- 1. Desarrollar una estrategia integral para el transporte activo (CATS)** que identifique oportunidades para mejorar las ciclovías y las banquetas y que proporcione una movilidad más segura para que todas las personas “entre los 8 y 80 años” puedan caminar y andar en bicicleta u otro aparato con ruedas.
- 2. Actualizar el elemento de movilidad e infraestructura del Plan General de la ciudad** para evaluar las necesidades de movilidad, el descongestionamiento y la seguridad, incorporando además el concepto de “calles completas”, tal como se presentaron en el Plan General de 2012. Las calles completas son “calles diseñadas y operadas para permitir un uso seguro y apoyar la movilidad de todos los usuarios” de acuerdo al departamento de transporte de los Estados Unidos.
- 3. Realizar una evaluación de las necesidades para el transporte comunitario (CTNA, por siglas en inglés)** a través del programa piloto estatal de vales para opciones de movilidad libres de emisiones (CMO, por sus siglas en inglés)¹. El CTNA identificará las necesidades de movilidad no atendidas de las comunidades en desventaja y de bajos ingresos en Escondido y desarrollará soluciones sostenibles en colaboración con la comunidad.

Antes de que podamos comenzar con estos planes, necesitamos entender cómo los residentes de Escondido utilizan el transporte en la actualidad y cómo les gustaría seguir utilizándolo. ¡Y en eso es que necesitamos su ayuda!

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Escanear este
código QR



www.escondido.org/mobility

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ESCONDIDO CATS

COMPREHENSIVE ACTIVE TRANSPORTATION STRATEGY

**We Need
to Hear
From You!**

The City of Escondido is leading several major efforts to bolster mobility options in Escondido:

Effort #1

Developing a Comprehensive Active Transportation Strategy (CATS) which will look for opportunities to enhance bikeways and sidewalks and provide safer facilities for all people "8-80" to walk, bike, and roll!

Effort #2

Refreshing the Mobility and Infrastructure Element of the General Plan to evaluate mobility needs, congestion relief, and safety, while also further incorporating "Complete Streets" concepts, as introduced in the 2012 edition of the General Plan. Complete Streets are "streets designed and operated to enable safe use and support mobility for all users" (U.S. Department of Transportation).

Effort #3

Conducting a Community Transportation Needs Assessment (CTNA) through the state's Clean Mobility Options Voucher Pilot Program (CMO).¹ The CTNA will identify the unmet mobility needs of disadvantaged and low-income communities in Escondido and develop sustainable solutions in partnership with community members.

Before we can get started on these plans, we first need to understand how Escondido residents currently travel and how they would like to travel.

**That's where you come in!
Scan here to get started**



www.escondido.org/mobility

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ESCONDIDO CATS

ESTRATEGIA INTEGRAL PARA EL TRANSPORTE ACTIVO

¡Necesitamos su opinión!

La ciudad de Escondido está dirigiendo varios esfuerzos importantes para mejorar las opciones de movilidad en Escondido.

Misión #1

Desarrollar una estrategia integral para el transporte activo (CATS) que identifique oportunidades para mejorar las ciclovías y las banquetas y que proporcione una movilidad más segura para que todas las personas "entre los 8 y 80 años" puedan caminar y andar en bicicleta u otro aparato con ruedas.

Misión #2

Actualizar el elemento de movilidad e infraestructura del Plan General de la ciudad para evaluar las necesidades de movilidad, el descongestionamiento y la seguridad, incorporando además el concepto de "calles completas", tal como se presentaron en el Plan General de 2012. Las calles completas son "calles diseñadas y operadas para permitir un uso seguro y apoyar la movilidad de todos los usuarios" de acuerdo al departamento de transporte de los Estados Unidos.

Misión #3

Realizar una evaluación de las necesidades para el transporte comunitario (CTNA, por siglas en inglés) a través del programa piloto estatal de vales para opciones de movilidad libres de emisiones (CMO, por sus siglas en inglés)¹. El CTNA identificará las necesidades de movilidad no atendidas de las comunidades en desventaja y de bajos ingresos en Escondido y desarrollará soluciones sostenibles en colaboración con la comunidad.

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Y en eso es que necesitamos su ayuda!
Escanear este código QR



www.escondido.org/mobility

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HOW DO YOU GET AROUND ESCONDIDO?

YOU ARE INVITED TO JOIN A COMMUNITY CONVERSATION

WHEN

April 4, 2024
4:30-7:00pm

WHERE

Escondido Library
239 S Kalmia St,
Escondido, CA 92025

WHY

Your input
matters!



What challenges do
you face while
walking, biking, or
taking transit?

What would
make it safer and
easier for you to
get around?

What kinds of
improvements would
you like to see?



LIGHT SNACKS AND DRINKS WILL BE PROVIDED

www.escondido.org/mobility



Questions? Contact us:

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¿CÓMO MOVERSE POR ESCONDIDO?

ESTÁ INVITADO A UNIRSE A UNA CONVERSACIÓN COMUNITARIA

CUANDO

Abril 4, 2024
4:30-7:00pm

DÓNDE

Escondido Library
239 S Kalmia St,
Escondido, CA 92025

POR QUÉ

Tu opinión
importa



¿Qué desafíos enfrenta
al caminar, andar en
bicicleta o tomar el
transporte público?

¿Qué haría que
fuera más seguro
y fácil moverse
por la ciudad?

¿Qué tipo de
mejoramiento le
gustaría ver?



SE PROPORCIONARÁN REFRESCOS

www.escondido.org/mobility

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What is a Community Transportation Needs Assessment?

¿Qué es una Evaluación de las Necesidades de Transporte Comunitario?



The City of Escondido was awarded a grant to conduct a Community Transportation Needs Assessment (CTNA) through the state's Clean Mobility Options Voucher Pilot Program (CMO).¹ CMO is a statewide initiative that provides funding for zero-emission, shared mobility options to under-resourced communities in California. The map on the right shows the CMO Grant Coverage Area for Escondido. Through the CTNA, the City hopes to:

**Identify and Understand
Unmet Mobility Needs of
Escondido's Most
Vulnerable Residents**

**Co-Create Sustainable
Solutions In
Collaboration With
Community Members**

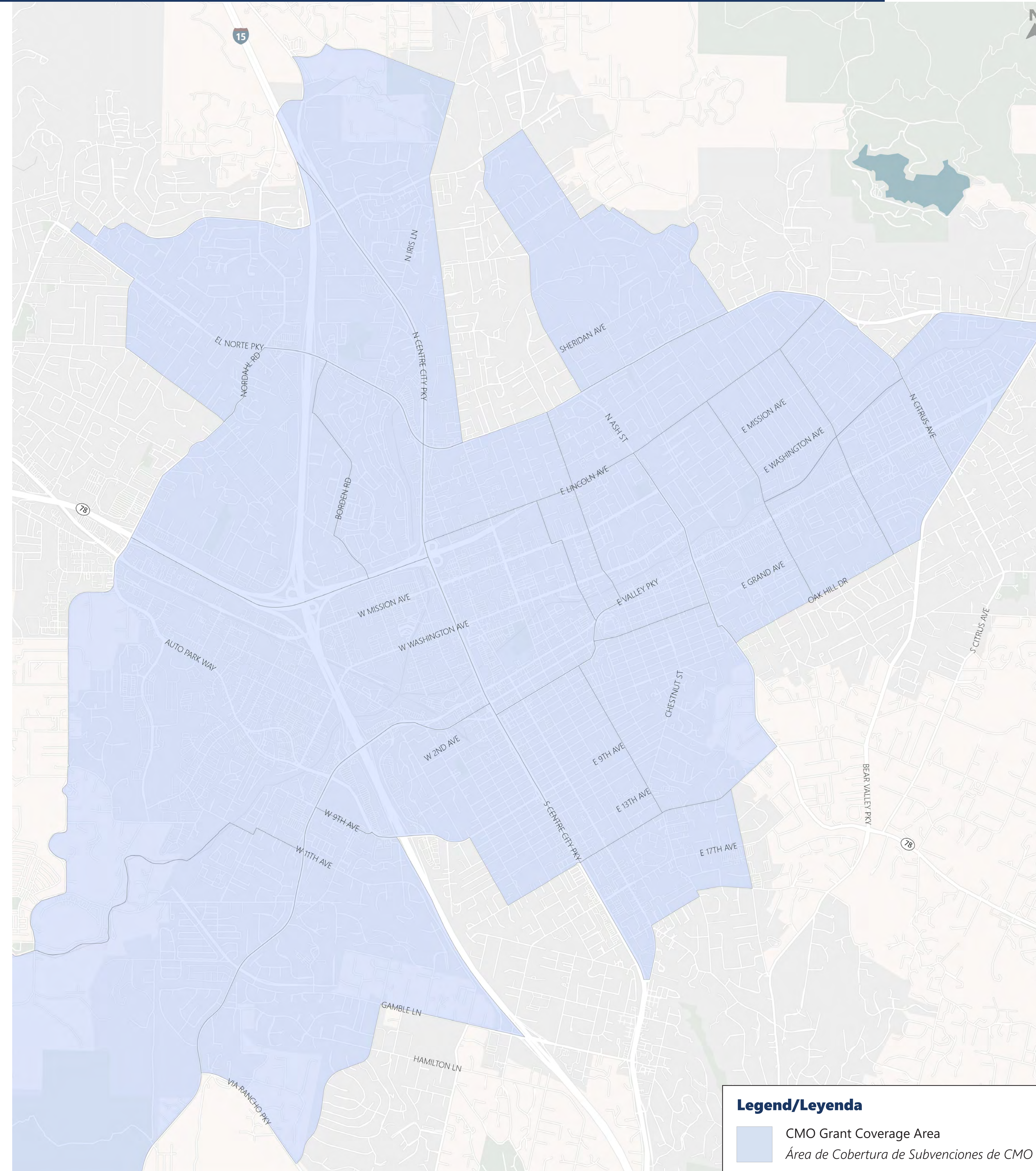
¹ CMO is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in under-served communities, and California Energy Commission's (CEC) Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

La ciudad de Escondido recibió una subvención para realizar una Evaluación de las Necesidades de Transporte Comunitario (CTNA, por sus siglas en inglés)) a través del Programa Piloto de Vales de Opciones de Movilidad Limpia (CMO, por sus siglas en inglés)) del estado.¹ La CMO es una iniciativa estatal que proporciona fondos para opciones de movilidad compartida sin emisiones a comunidades con limitados recursos en California. El mapa de la derecha muestra el área de cobertura de subvenciones de CMO para Escondido. A través de la CTNA, la Ciudad espera:

**Identificar y comprender las
necesidades de movilidad
insatisfechas de los residentes
más vulnerables de Escondido**

**Co-crear soluciones
sostenibles en
colaboración con
miembros de la comunidad**

¹ El Programa Piloto de Clean Mobility Options (CMO) es una iniciativa estatal que proporciona fondos para opciones de movilidad compartida de cero emisiones a comunidades de bajos recursos en California. CMO está disponible en todo California para las comunidades de bajos recursos elegibles, así como para las comunidades tribales de bajos ingresos y de viviendas económicas elegibles, para aumentar el acceso a opciones de transporte seguras, confiables, convenientes y económicas.



Legend/Leyenda

CMO Grant Coverage Area
Área de Cobertura de Subvenciones de CMO



March 2024

www.escondido.org/city-newsletters

Park Avenue Post

Park Avenue Community Center (PACC) new, events, activities, resources, & a whole lot of fun!

Office Hours

Monday - Friday

8 a.m. - 3 p.m.

Contact Us

760-839-4688

recreation@escondido.org

Find Us Here!

210 E. Park Avenue

Escondido, CA 92025

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Park Avenue Post

Do you have ideas for making it safer and easier to get around Escondido by foot, bike, or transit? We want to hear from you!



- How do you currently travel and how would you like to travel?
- Where and what kind of improvements to the City's pedestrian, bike, and transit networks are needed to help you safely get where you want to go?
- What new or expanded mobility services would you like to see in Escondido?

To provide feedback, visit our project website at www.escondido.org/mobility. Here you can take our brief survey to share your experience getting around Escondido, and provide location-specific comments on the City's pedestrian, bike, and transit networks using our interactive feedback map.

Questions? Connect with us!

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ESCONDIDO TIMES-ADVOCATE

The hometown newspaper of Escondido, California

Friday, February 23, 2024

HOME ESCONDIDO COMMUNITY BUSINESS SPORTS A&E OPINION

ADVERTISE WITH US CLASSIFIEDS WHERE TO FIND THE T-A CONTACT US LOGIN SUBSCRIBE SUBMIT LEGAL / PUBLIC NOTICE

Community News

City survey asks ‘how do people travel?’

Times-Advocate | on February 08, 2024



Escondido City traffic engineer Craig Williams is soliciting residents who travel (we’re guessing that’s nearly everyone) to fill out a survey on their mobility habits.

Williams recently sent a letter to the Downtown Business Association, asking it to “help with spreading the word on a few exciting mobility planning efforts that are underway in Escondido. The purpose is to update and refresh the General Plan Mobility Element

An overview of this project can be found at www.escondido.org/mobility.

The city has begun outreach for this project and has developed some tools to help them understand:

How people currently travel and how they would like to travel

Where and what kinds of improvements to the City’s pedestrian, bicycle, and transit networks are needed to help people safely get where they want to go

What new or expanded mobility services people would like to see in Escondido

The first of these tools is an interactive web map where community members can provide location-specific comments on the City’s active transportation network. The second is a mobility survey where community members can share their experience using clean mobility options in Escondido. Both tools can be found on the project website under “Get Involved!”.

Questions? Email Williams at cwilliams@escondido.org.

Trending Stories

- 1 Thrift store clothing room reopening 
- 2 Supers remove homeless shelter site from Escondido 
- 3 Stephen Houlahan looks to unseat Darrell Issa in 48th District 
- 4 Founders of Our Faith: Kathryn Kuhlman 
- 5 A Grand time at the Chocolate Festival 

Weekly Activity Report



February 1, 2024

Futsal Court Grand Opening

Join us for a ribbon cutting and dedication of the new Futsal Courts at Washington Park. The event is this Saturday, February 3, at 1 p.m.

There will be lots of fun happening at Washington Park on Saturday:

The second stop on the San Diego FC's Ball Tour
We Love Esco Day! Day (8-10 a.m.)
Street Soccer Cup & Finals (11 a.m.-5 p.m.)
Skateboard Trick Competition (1-2 p.m.)

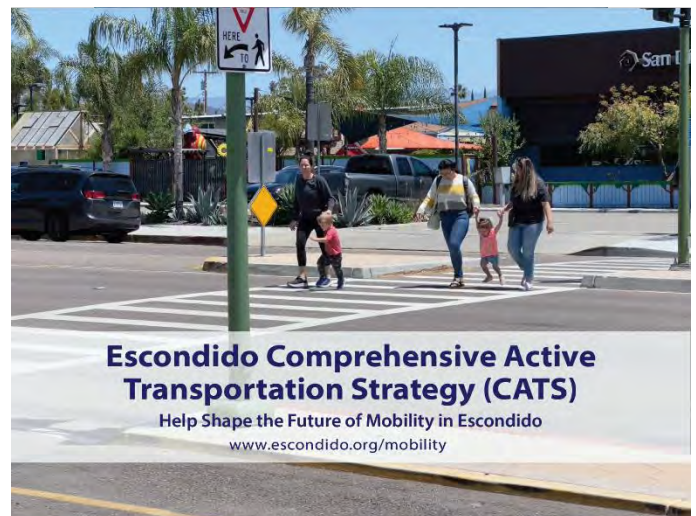
More information can be found [here](#).



Escondido Comprehensive Active Transportation Strategy

Do you have ideas for making it safer and easier to get around Escondido by foot, bike, or transit? We want to hear from you!

- How do you currently travel and how would you *like* to travel?
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Weekly Activity Report



March 28, 2024

Dixon Lake Stocked

Yesterday, March 27 Dixon Lake was stocked with over 1,000 lbs. of Rainbow Trout. Hours are 6:30 a.m. to 7 p.m. and a daily fishing permit is required. We hope to see you there.

Community Feedback

We'd like to hear from you! How do you get around Escondido? Join us for a community conversation on April 4 from 4:30 - 7 p.m. at the Escondido Library and share your thoughts.

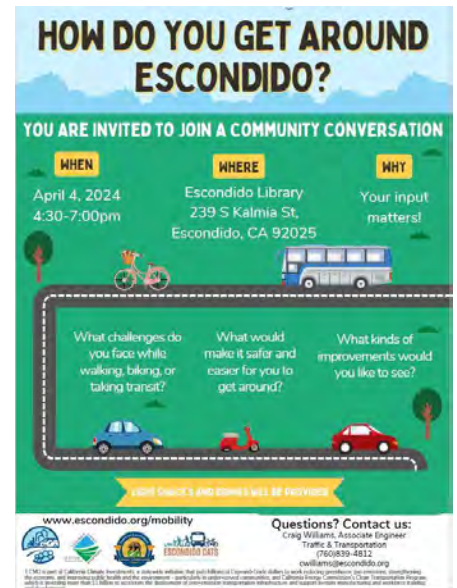
Open Gym

Looking for ways to stay active, or play a game with friends? Open Gym at the East Valley Community Center is for all ages and just \$5 to drop in.

You can enjoy a game of pickleball or basketball (volleyball & badminton are occasionally available; ask at the front desk.)

Check out the schedule here:

<https://recreation.escondido.org/open-gym>



Interacting with the City, and Staying Informed:

- See something that needs to be fixed? To report potholes, graffiti, and discarded debris, use [Report It!](#)
- You can pay your utility bill and apply for a business license or permit utilizing our [Online Services](#)
- Curious about what is being built around town? To see up-to-date major project updates, visit the [Major Projects Dashboard](#)
- Never miss a class...register for recreation classes and leagues using our [Online Registration](#)



cityofescondido • Follow



cityofescondido Do you have ideas for making it safer and easier to get around Escondido by foot, bike, or transit? We want to hear from you!

To provide feedback, visit our project website at the link in our bio or www.escondido.org/mobility.

- How do you currently travel and how would you like to travel?
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Here you can take our brief survey to share your experience getting around Escondido, and provide location-specific comments on the City's pedestrian, bike, and transit networks using our interactive feedback map.

1w

susiebk Provide a parking structure

6d Reply



100 likes

7 days ago



ESCONDIDO CATS
COMPREHENSIVE ACTIVE TRANSPORTATION STRATEGY

We want your input! Help us understand how Escondido residents currently travel or how they would like to travel.

April 4th, 2024
4:00pm-7:00pm

Escondido Public Library
239 S Kalmia St,
Escondido, CA 92025

healthyescondidocoalition • Follow

healthyescondidocoalition Join us for a Community Conversation on Escondido's Community Transportation Needs Assessment (CTNA), Comprehensive Active Transportation Strategy (CATS), and Mobility Element Refresh. These three efforts will guide the development of the City's transportation network for years to come. You will have the opportunity to meet with local staff, consultants, and advocates advancing these planning efforts and share your feedback on existing challenges that you face, as well as your preferences for future transportation improvements in Escondido.

When: Thursday, April 4th from 4:30-7pm

Where: Escondido Public Library (239 S Kalmia St)

Light refreshments will be provided.

Can't make the event? Don't worry - you can still provide feedback by visiting our project website (see link in bio).

#Escondido #Mobility #CleanMobility #SharedMobility #InnovativeMobility #CleanMobilityForAll #Transportation #ActiveTransportation #CAClimateAction #CAClimateInvestments #CapandTrade

1w

6 likes
7 days ago

Add a comment...

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4:30-7:00pm

WHERE
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WHY
Your input matters!

What challenges do you face while walking, biking, or taking transit?

What would make it safer and easier for you to get around?

What kinds of improvements would you like to see?

LUNCH TRACKS AND BIKES WILL BE PROVIDED

www.escondido.org/mobility

Questions? Contact us:
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Transit & Transportation
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cwilliams@escondido.org

City of Escondido
March 26 at 11:00AM

We'd like to hear from you! How do you get around Escondido?

Join us for a community conversation on April 4 from 4:30 - 7 p.m. at the Escondido Library and share your thoughts.

21
26

Like Comment Share

Most relevant

Timothy Garcia
Mayor Dane M. White - City of Escondido - Mayor is a failure. He is failing Escondido with his secret meetings with hand-picked guests and hand-picked questions...with his little homeless subcommittee with only him and another councilman on it. Dane W... See more

Allen Bailey
Fix the pot holes first!

Timothy Garcia replied · 1 Reply

David Nalin
These streets are dangerous. No one follows the rules of the road. So don't try pushing a biking agenda...And if you magically made it to your destination without incident, you'll probably come out to see a homeless person has claimed your bike at the... See more

Write a comment...



City of Escondido

5d ·

...

Reminder: In addition to the Public Art meeting this evening, there is also a community conversation about transportation in Escondido at the Escondido Public Library. See you there!

HOW DO YOU GET AROUND ESCONDIDO?

YOU ARE INVITED TO JOIN A COMMUNITY CONVERSATION

WHEN

April 4, 2024
4:30-7:00pm

WHERE

Escondido Library
239 S Kalmia St,
Escondido, CA 92025

WHY

Your input
matters!



What challenges do
you face while
walking, biking, or
taking transit?

What would
make it safer and
easier for you to
get around?

What kinds of
improvements would
you like to see?



LIGHT SNACKS AND DRINKS WILL BE PROVIDED

www.escondido.org/mobility

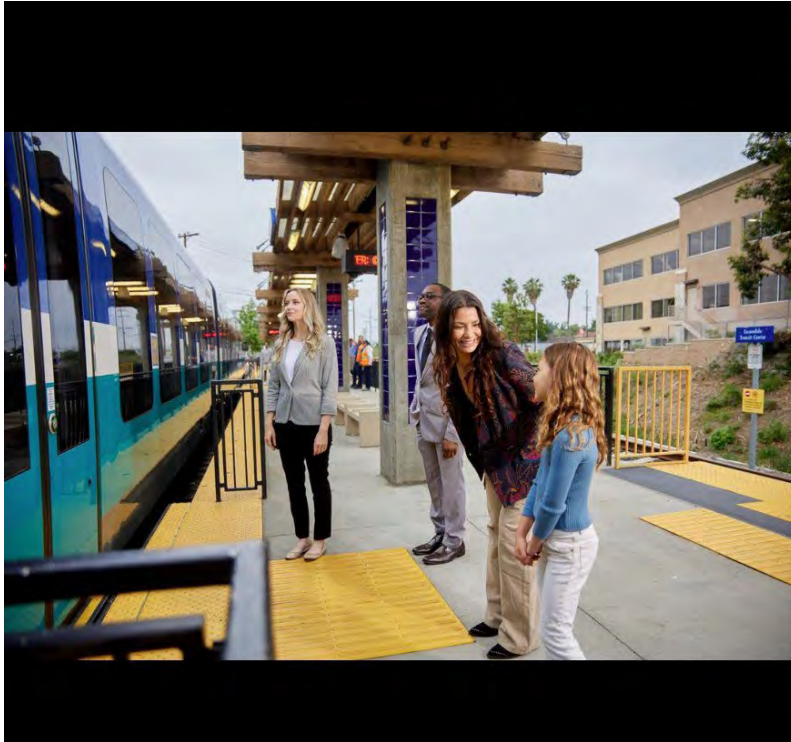


Questions? Contact us:

Craig Williams, Associate Engineer
Traffic & Transportation
(760)839-4812
cwilliams@escondido.org

1. CMO is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment - particularly in under-served communities, and California Energy Commission's Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

ESCONDIDO COMMUNITY



 gonctd • Follow



gonctd @cityofescondido is developing a Comprehensive Active Transportation Strategy (CATS) to improve the City's transportation network so that it provides alternative options to driving. Learn more and participate in a brief survey at <http://escondido.org/mobility>. #Escondido

2w



73 likes
February 2



 North County Transit District (NCTD)
February 2 at 5:00 PM

The City of Escondido is developing a Comprehensive Active Transportation Strategy (CATS) to improve the city's transportation network so that it provides alternative options to driving. Learn more and participate in a brief survey at <http://escondido.org/mobility>. #Escondido

21 likes · 3 comments · 1 share

 Like  Comment

Most relevant



Oscar G Soto Valle
City should set up benches  at all bus stops

2w

 Scott Nicholls replied · 2 Replies



SD Stay Informed is at Escondido Public Library.

April 2 at 1:42 PM · Escondido, CA · 🌐

...

#Repost @healthyescondidocoalition with @use.repost

...

Join us for a Community Conversation on Escondido's Community Transportation Needs Assessment (CTNA), Comprehensive Active Transportation Strategy (CATS), and Mobility Element Refresh. These three efforts will guide the development of the City's transportation network for years to come. You will have the opportunity to meet with local staff, consultants, and advocates advancing these planning efforts and share your feedb... [See more](#)



We want your input! Help us understand how Escondido residents currently travel or how they would like to travel.

🕒 **April 4th, 2024**
4:00pm-7:00pm

📍 **Escondido Public Library**
239 S Kalmia St.
Escondido, CA 92025



🔄  healthyescondidocoalition

👍 2

👍 Like

💬 Comment

➦ Share

USE YOUR VOICE & HELP YOUR COMMUNITY!

WHY PARTICIPATE?
We want to hear your concerns about traffic, congestion, unsafe sidewalks, and other transportation issues in/around your school - so we can work on addressing those issues!

THURS. MARCH 14, 2024
5:30-7:30PM
Join the Zoom Here!

WHAT YOU NEED TO KNOW:

SPANISH TRANSLATION AVAILABLE

CAN'T ATTEND BUT WANT YOUR VOICE HEARD?
Take a mobility survey & check out the interactive feedback map.
WWW.ESCONDIDO.ORG/MOBILITY

QUESTIONS? CONTACT US:
(760) 839-4515
ask for
Demi Pinal
OR
E-mail:
dpinal@educationcompact.org

Students are welcome!



<https://us02web.zoom.us/j/7194985209?omn=82011929043>

ESCONDIDO CATS **COMPACT**

eecompact • Follow

eecompact Tonight on Zoom! Don't miss out on the conversation. We want to hear your voice, concerns, & feedback about traffic, congestion, and unsafe sidewalks in Escondido. Reidy Creek Elem. Rincon Middle School Escondido High School North Broadway Elem. Rock Springs Elem. Lincoln Elem. Tonight is your night, see you there! Spanish Translation available. #escondido #eUSD #euhSD #school #EscondidoCATS

15 likes
March 14

Add a comment...

USE YOUR VOICE USA TU VOZ

March 18th, 2024
GLEN VIEW
ROSE ELEMENTARY
PIONEER ELEMENTARY
FARR ELEMENTARY
MISSION MIDDLE
CONWAY ACADEMY
JCCS
5:30pm-7:30pm



TRADUCCIÓN SERA DISPONIBLE

<https://us02web.zoom.us/j/83971388930>
Meeting ID: 839 7138 8930

**HELP YOUR COMMUNITY
AYUDA TU COMUNIDAD**

ESCONDIDO CATS **COMPACT**

eecompact • Follow

eecompact TONIGHT ON ZOOM! Don't miss out on the conversation. We want to hear your concerns/feedback about transportation issues in/around your school. Parents, students, staff & community members are all welcome. Tonight is your night, see you there!

¡ESTA NOCHE EN ZOOM! No te pierdas la conversación. ¡Queremos escuchar tus opiniones sobre problemas de transporte alrededor de su escuela. Padres, alumnos, facultad son bienvenidos!

#escondidocats #educationcompact #escondido #eUSD

11 likes
March 18

Add a comment...



Escondido Education COMPACT

March 14 at 5:53 PM · 🌐

...

Tonight on Zoom! Don't miss out on the conversation. We want to hear your voice, concerns, & feedback about traffic, congestion, and unsafe sidewalks in Escondido.

Reidy Creek Elem.

Rincon Middle School

Escondido High School

North Broadway Elem.

Rock Springs Elem.

Lincoln Elem.

Tonight is your night, see you there! Spanish Translation available. #escondido #eUSD #euhsd #school #EscondidoCATS

USE YOUR VOICE & HELP YOUR COMMUNITY!

WHY PARTICIPATE?
We want to hear your concerns about traffic, congestion, unsafe sidewalks, and other transportation issues in/around your school - so we can work on addressing those issues!

**THURS. MARCH 14, 2024
5:30-7:30PM**
Join the Zoom Here!

WHAT YOU NEED TO KNOW:
SPANISH TRANSLATION AVAILABLE
CAN'T ATTEND BUT WANT YOUR VOICE HEARD?
Take a mobility survey & check out the interactive feedback map.

QUESTIONS? CONTACT US:
(760) 839-4515
ask for
Demi Pinal
OR
E-mail:
dpinal@educationcompact.org

Students are welcome!



<https://us02web.zoom.us/j/7194985209?omn=82011929043>

¡USA TU VOZ Y AYUDA TU COMUNIDAD!

¿POR QUÉ PARTICIPAR?
¡Queremos escuchar tus opiniones sobre la congestión de tráfico, banquetas y alumbramientos inseguros y otros problemas de transporte alrededor de su escuela - para empezar a dirigir nuestros proyectos!

**JUEVES, 14 DE MARZO
5:30-7:30PM**
¡Inicia la sesión de Zoom aquí!

LO QUE NECESITAS SABER:
TRADUCCIÓN SERÁ DISPONIBLE
¿NO PUEDES ASISTIR PERO QUIERES AYUDAR?
Toma la encuesta de movilidad y consulta el mapa interactivo de comentarios.

¿PREGUNTAS?
(760) 839-4515
pregunta por
Demi Pinal
o
manda mensaje a

¡Los estudiantes son bienvenidos!



<https://us02web.zoom.us/j/7194985209?omn=82011929043>

👍 4

2 shares

👍 Like

💬 Comment

➦ Share

SAVE THE DATE



Community Conversation

WHEN: THURSDAY, APRIL 4TH FROM 4:30-7PM

**WHERE: ESCONDIDO PUBLIC LIBRARY
(239 S KALMIA ST)**

LIGHT REFRESHMENTS WILL BE PROVIDED.

ESCONDIDO CATS

eecompact • Follow
Escondido Public Library

eecompact Join us for a Community Conversation on Escondido's Community Transportation Needs Assessment (CTNA), Comprehensive Active Transportation Strategy (CATS), and Mobility Element Refresh. These three efforts will guide the development of the City's transportation network for years to come. You will have the opportunity to meet with local staff, consultants, and advocates advancing these planning efforts and share your feedback on existing challenges that you face, as well as your preferences for future transportation improvements in Escondido.

Can't make the event? Don't worry - you can still provide feedback by visiting our project website (see link in bio).

Únase a nosotros para una conversación comunitaria sobre la evaluación de las necesidades de transporte comunitario de Escondido (CTNA), Estrategia Integral de Transporte Activo (CATS) y Actualización de Elementos de Movilidad. Estos tres esfuerzos guiarán el desarrollo de la red de transporte de la ciudad en los años venideros. Usted tendrá la oportunidad de reunirse con personal local, consultores y defensores que promueven estos esfuerzos de planificación y compartir sus comentarios sobre los desafíos existentes que enfrenta, así como sus preferencias para el futuro mejoras en el transporte en Escondido.

¿No puedes ir al evento? No se preocupe: aún puede enviar comentarios visitando el sitio web de nuestro proyecto (ver enlace en biografía)

#Escondido #Mobility #CleanMobility #SharedMobility #InnovativeMobility #CleanMobilityForAll

18 likes
April 1

Add a comment...

Monday, 4/08 **COMPACT**

5:30-7:30pm

Join us on Zoom!

We want to hear your concerns about traffic, congestion, unsafe sidewalks, and other transportation issues in/around your school – so we can work on addressing those issues!



<https://us02web.zoom.us/j/83670343843>
Meeting ID: 836 7034 3843

CAN'T ATTEND BUT WANT YOUR VOICE HEARD?
Take a mobility survey & check out the interactive feedback map.
WWW.ESCONDIDO.ORG/MOBILITY

USE YOUR VOICE & HELP YOUR COMMUNITY!

eecompact • Follow

eecompact VALLEY H.S., OG ELEM., OGHS, HIDDEN VALLEY M.S., QUANTUM ACADEMY, ESCONDIDO CHARTER H.S. ★

TONIGHT ON ZOOM! Don't miss out on the conversation. We want to hear your concerns/feedback about transportation issues in/around your school. Parents, students, staff & community members are all welcome.
Tonight is your night, see you there!

¡ESTA NOCHE EN ZOOM! No te pierdas la conversación. ¡Queremos escuchar tus opiniones sobre problemas de transporte alrededor de su escuela. Padres, alumnos, facultad son bienvenidos!

#escondidocats #educationcompact #escondido #eUSD
Edited · 1d · See translation

9 likes
1 day ago

Add a comment...



Color Your World.



Colorea tu mundo.

Appendix B: Community Survey

Mobility Survey



Welcome to the Escondido Community Mobility Survey!

The City of Escondido received a Clean Mobility Options (CMO) grant to conduct a Community Transportation Needs Assessment (CTNA). Clean mobility includes modes such as walking, biking, scootering, skateboarding, transit, electric vehicles, shared mobility services, and more. Please share your experience using clean mobility options in Escondido by filling out this brief survey. Your answers will be used to help the City determine what new or expanded mobility services would be preferred and utilized by community members to meet transportation needs.

Don't forget to enter your name and email address at the end of the survey for a chance to win a \$50 Visa gift card!

01. Where would you like to walk, bike, or ride transit to that you do not currently? (Select all that apply)

- | | |
|---|---|
| ☐ Work | ☐ For exercise/leisure |
| ☐ School (for yourself or your children) | ☐ For running errands |
| ☐ Grocery store | ☐ N/A – I can walk, bike, or ride transit to everywhere I'd like to go |
| ☐ Transit stop | ☐ Other: |
| ☐ Restaurant | _____ |
| ☐ Park | _____ |
| ☐ Homes of friends/family | |

02. What currently prevents you from walking to places you would like to go? (Select all that apply)

- | | |
|--|---|
| ☐ Distance between origin/destination is too far | ☐ Concern for personal safety |
| ☐ Takes too long to walk | ☐ Fear of traffic collision or reckless driving behavior |
| ☐ Lack of sidewalks/crosswalks or poor sidewalk/crosswalk conditions | ☐ My route includes hilly terrain |
| ☐ I am pregnant or have children/dependents | ☐ Nothing – I can safely walk everywhere I'd like to go |
| ☐ I am disabled, have difficulty walking, or use an assistive device (walker, wheelchair, etc.) | ☐ Other: |
| | _____ |
| | _____ |

03. What currently prevents you from biking to places you would like to go? (Select all that apply)

- | | |
|---|--|
| ☐ Distance between origin/destination is too far | ☐ Lack of secure bike parking |
| ☐ Takes too long to bike | ☐ My route includes hilly terrain |
| ☐ Lack of bike lanes or poor bike lane conditions | ☐ I don't own/have access to a bike |
| ☐ I am pregnant or have children/dependents | ☐ I don't know how to ride a bike |
| ☐ I am disabled/unable to bike | ☐ Nothing – I can safely bike everywhere I'd like to go |
| ☐ Concern for personal safety | ☐ Other: |
| ☐ Fear of traffic collision or reckless driving behavior | <hr/> |
| | <hr/> |

04. What makes you feel unsafe while walking or biking? (Select all that apply)

- | | |
|--|---|
| ☐ High traffic speeds/volume | ☐ Potential for crime |
| ☐ Drivers not showing courtesy to pedestrians/bicyclists | ☐ Nothing – I feel safe while walking and biking |
| ☐ Lack of sidewalks/crosswalks/bike lanes or poor sidewalk/crosswalk/bike lane conditions | ☐ Other: |
| ☐ Lack of adequate lighting | <hr/> |
| | <hr/> |

05. Which of the following would make you more likely to walk or bike? (Select all that apply)

- | | |
|--|---|
| ☐ More/better bike parking infrastructure | ☐ Sidewalks/bike lanes that are separated from traffic |
| ☐ More protected or marked crossings | ☐ Greater connectivity between regional walking/biking paths and neighboring communities |
| ☐ Better street lighting | ☐ Other: |
| ☐ Reduced vehicle speeds | <hr/> |
| ☐ Designated safe routes for walking/biking to school | <hr/> |
| ☐ On-street parking that serves as a buffer between people and cars | |

06. What are your priorities when it comes to taking transit? Rank the following options in order of priority, with 1 being your highest priority and 8 being your lowest priority.

____ Reliability	____ Frequency	____ Convenience	____ Safety
____ Speed	____ Comfort	____ Affordability	____ Accessibility

07. If there was a circulator bus in downtown Escondido, would you ride it?

Note: A circulator bus is a short-distance, circular, fixed-route transit mode that takes riders around a specific area with major destinations, typically downtown.

- ☐ Yes
☐ No

08. Which transportation options do you use now, and which transportation options would you use if they were readily available and affordable? (Select all that apply)

	Use now	Would use	Would not use	Not familiar with this
Drive alone	☐	☐	☐	☐
Drive with others (e.g., coworkers, family, friends, etc.)	☐	☐	☐	☐
Bus	☐	☐	☐	☐
Light rail/metro train	☐	☐	☐	☐
Bicycle	☐	☐	☐	☐
Walk/roll	☐	☐	☐	☐
Uber/Lyft	☐	☐	☐	☐
Taxi	☐	☐	☐	☐
Carshare ¹ (e.g., Zipcar)	☐	☐	☐	☐
Bikeshare ² (e.g., Lime, Lyft)	☐	☐	☐	☐
Scootershare ³ (e.g., Bird, Lime)	☐	☐	☐	☐
Shuttle/Microtransit ⁴	☐	☐	☐	☐
Vanpooling ⁵	☐	☐	☐	☐

¹ Carshare is defined as a shared mobility service in which people can rent cars for short periods of time, often by the hour.

² Bikeshare is defined as a shared mobility service in which people can rent bicycles for short periods of time, often by the minute.

³ Scootershare is defined as a shared mobility service in which people can rent electric motorized scooters for short periods of time, often by the minute.

⁴ Microtransit is defined as a privately or publicly operated, technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing.

⁵ Vanpooling is defined as a group of people (typically 7-15) commuting together on a regular basis using a van or similarly-sized vehicle. Think carpooling but on a larger scale.

09. Shared mobility is defined as transportation services and resources that are shared among users, either concurrently or one after another. Which three (3) shared mobility options would you MOST like to see the City invest in? See definitions on previous page.

- ☐ Electric vehicle carshare
 - ☐ Bikeshare
 - ☐ Scootershare
 - ☐ On-demand microtransit
 - ☐ Vanpooling
 - ☐ Traditional fixed-route transit
 - ☐ UberX Share (previously Uber Pool)

10. Please tell us a bit about yourself. (Select all that apply)

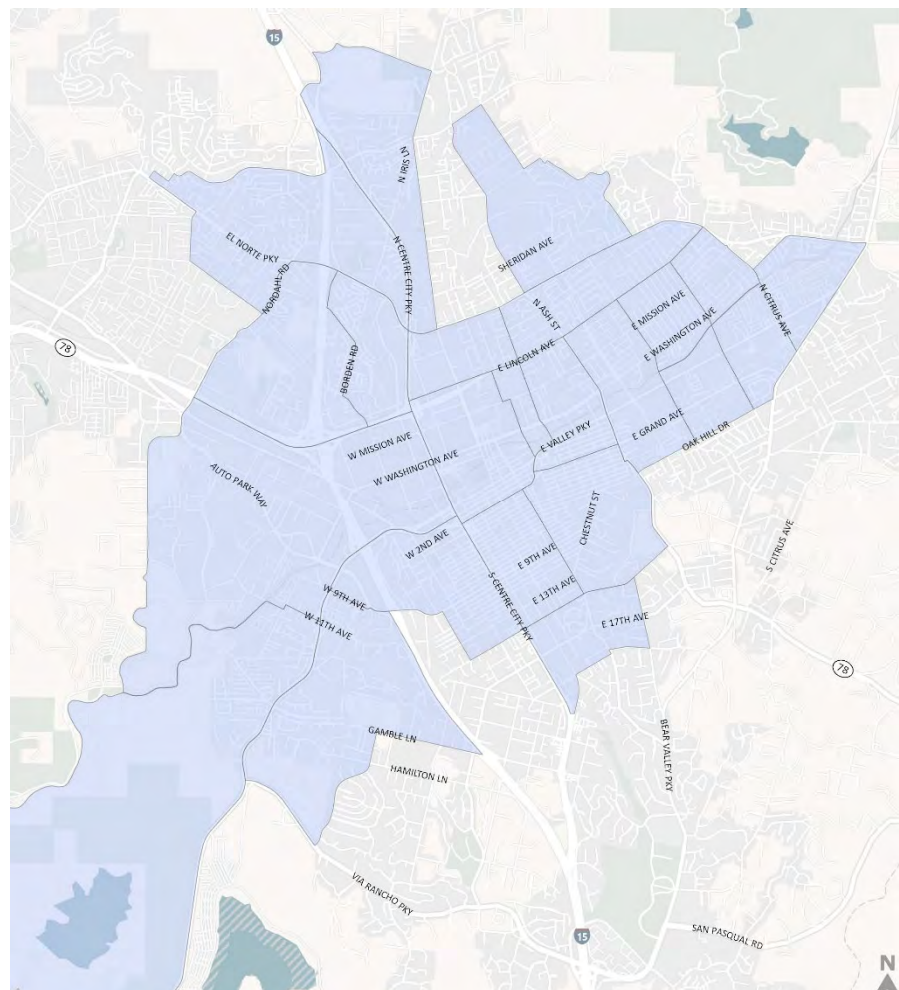
- ☐ I am a student
- ☐ I am a parent
- ☐ I live in Escondido
- ☐ I work in Escondido
- ☐ I am retired
- ☐ Other: _____

11. To the right is a map of the CMO Grant Coverage Area. Do you live in one of the census tracts highlighted in blue?

- ☐ Yes
- ☐ No

12. What is your age?

- ☐ Under 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ Over 65



13. What is your primary language (i.e., the language you speak most of the time)?

- | | | |
|------------------------------------|-------------------------------------|--|
| ☐ Arabic | ☐ Mandarin | ☐ Tagalog |
| ☐ Cantonese | ☐ Portuguese | ☐ Prefer not to respond |
| ☐ English | ☐ Spanish | ☐ Other: _____ |

14. How would you describe your race/ethnicity? (Select all that apply)

- | | | |
|--|--|--|
| ☐ American Indian or Alaskan Native | ☐ Caucasian or White | ☐ South Asian (e.g., Indian, Pakistani, etc.) |
| ☐ Asian | ☐ Hispanic or Latinx | ☐ Prefer not to respond |
| ☐ Black or African American | ☐ Middle Eastern | ☐ Other: _____ |
| | ☐ Native Hawaiian or Pacific Islander | _____ |

15. How many cars does your household (including family members and roommates) have access to?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 or more

16. Is there anything else you would like to share about your walking, biking, or transit experiences in Escondido?

Provide your name and email address below for a chance to win a \$50 Visa gift card.

First Name: _____ **Last Name:** _____

Email: _____

Would you like to receive project updates and invites to upcoming outreach events via email? Please indicate here if so.

- ☐ Yes ☐ No

Please return your completed survey to Craig Williams by mail (201 N Broadway, Escondido, CA 92025) or by email (cwilliams@escondido.org) no later than April 19, 2024.

Encuesta de Movilidad



¡Bienvenido a la Encuesta de Movilidad Comunitaria de Escondido!

La ciudad de Escondido recibió una subvención de Opciones de Movilidad Limpia (CMO) para realizar una Evaluación de las Necesidades de Transporte Comunitario (CTNA). La movilidad limpia incluye modos como caminar, andar en bicicleta, patineta, patineta, transporte público, vehículos eléctricos, servicios de movilidad compartida y más. Comparta su experiencia utilizando opciones de movilidad limpia en Escondido completando esta breve encuesta. Sus respuestas se utilizarán para ayudar a la Ciudad a determinar qué servicios de movilidad nuevos o ampliados serían preferidos y utilizados por los miembros de la comunidad para satisfacer las necesidades de transporte.

¡No olvide ingresar su nombre y dirección de correo electrónico al final de la encuesta para tener la oportunidad de ganar una tarjeta de regalo Visa de \$50!

01. ¿A dónde le gustaría ir caminando, en bicicleta o en transporte público y que actualmente no utiliza? (Seleccione todas las que correspondan)

- | | |
|---|---|
| ☐ Trabajar | ☐ Para ejercicio/ocio |
| ☐ Escuela (para usted o sus hijos) | ☐ Para hacer recados |
| ☐ Tienda de comestibles | ☐ N/A – Puedo caminar, andar en bicicleta o usar el transporte público a cualquier lugar al que me gustaría ir |
| ☐ Parada de tránsito | ☐ Otros: |
| ☐ Restaurante | _____ |
| ☐ Parque | _____ |
| ☐ Casas de amigos/familiares | |

02. ¿Qué le impide actualmente caminar a los lugares a los que le gustaría ir? (Seleccione todas las que correspondan)

- | | |
|---|---|
| ☐ La distancia entre origen/destino es demasiado grande | ☐ Preocupación por la seguridad personal |
| ☐ Tarda demasiado en caminar | ☐ Miedo a una colisión de tráfico o comportamiento de conducción imprudente |
| ☐ Aceras/pasos de peatones faltantes o en mal estado | ☐ Mi ruta incluye terreno montañoso |
| ☐ Estoy embarazada o tengo hijos/dependientes | ☐ Nada – Puedo caminar con seguridad a cualquier lugar al que me gustaría ir |
| ☐ Estoy discapacitado, tengo dificultad para caminar o uso un dispositivo de asistencia (andador, silla de ruedas, etc.) | ☐ Otros: |
| | _____ |
| | _____ |

03. ¿Qué le impide actualmente ir en bicicleta a los lugares a los que le gustaría ir? (Seleccione todas las que correspondan)

- | | |
|---|--|
| ☐ La distancia entre origen/destino es demasiado grande | ☐ imprudente |
| ☐ Tarda demasiado en andar en bicicleta | ☐ Falta de estacionamiento seguro para bicicletas |
| ☐ Ciclovías faltantes o en mal estado | ☐ Mi ruta incluye terreno montañoso |
| ☐ Estoy embarazada o tengo hijos/dependientes | ☐ No tengo/tengo acceso a una bicicleta |
| ☐ Estoy discapacitado/no puedo andar en bicicleta | ☐ No se andar en bicicleta |
| ☐ Preocupación por la seguridad personal | ☐ Nada – Puedo andar en bicicleta con seguridad a donde quiera ir |
| ☐ Miedo a una colisión de tráfico o comportamiento de conducción | ☐ Otros:

_____ |

04. ¿Qué te hace sentir inseguro mientras caminas o andas en bicicleta? (Seleccione todas las que correspondan)

- | | |
|--|--|
| ☐ Altas velocidades/volumen de tráfico | ☐ Potencial de delincuencia |
| ☐ Los conductores que no muestran cortesía hacia los peatones/ciclistas | ☐ Nada – Me siento seguro mientras camino y ando en bicicleta |
| ☐ Aceras/pasos de peatones/ciclovías faltantes o en mal estado | ☐ Otros:

_____ |
| ☐ Falta de iluminación adecuada | |

05. ¿Cuál de las siguientes opciones te haría más propenso a caminar o andar en bicicleta? (Seleccione todas las que correspondan)

- | | |
|---|---|
| ☐ Más/mejor infraestructura de aparcamiento para bicicletas | ☐ personas y automóviles |
| ☐ Cruces más protegidos o señalizados | ☐ Aceras/ciclovías separados del tráfico |
| ☐ Mejor alumbrado público | ☐ Mayor conectividad entre los senderos regionales para caminar y andar en bicicleta y las comunidades vecinas |
| ☐ Velocidades reducidas de los vehículos | ☐ Otros:

_____ |
| ☐ Rutas seguras designadas para caminar o andar en bicicleta a la escuela | |
| ☐ Estacionamiento en la calle que sirve como zona de amortiguamiento entre | |

06. ¿Cuáles son sus prioridades a la hora de utilizar el transporte público? Clasifique las siguientes opciones en orden de prioridad, siendo 1 la prioridad más alta y 8 la más baja.

- | | | | |
|-----------------|-----------------|--------------------|--------------------|
| ____ Fiabilidad | ____ Frecuencia | ____ Conveniencia | ____ Seguridad |
| ____ Velocidad | ____ Comodidad | ____ Asequibilidad | ____ Accesibilidad |

07. Si hubiera un autobús circulator en el centro de Escondido, ¿lo usarías?

Nota: Un autobús circulator es un modo de tránsito de ruta fija, circular y de corta distancia que lleva a los pasajeros por un área específica con destinos principales, generalmente el centro de la ciudad.

- ☐ Sí
☐ No

08. ¿Qué opciones de transporte utiliza ahora y qué opciones de transporte utilizaría si estuvieran disponibles y fueran asequibles? (Seleccione todas las que correspondan)

	Usar ahora	Usaría	No usaría	No estoy familiarizado con esto
Conducir solo	☐	☐	☐	☐
Conducir con otras personas (p. ej., compañeros de trabajo, familiares, amigos, etc.)	☐	☐	☐	☐
Autobús	☐	☐	☐	☐
Tren ligero/metro	☐	☐	☐	☐
Bicicleta	☐	☐	☐	☐
Caminar/rodar	☐	☐	☐	☐
Uber/Lyft	☐	☐	☐	☐
Taxi	☐	☐	☐	☐
Coche compartido ¹ (p. ej., Zipcar)	☐	☐	☐	☐
Bicicleta compartida ² (p. ej., Lime, Lyft)	☐	☐	☐	☐
Scooter compartido ³ (p. ej., Bird, Lime)	☐	☐	☐	☐
Lanzadera/microtransito ⁴	☐	☐	☐	☐
Furgoneta compartida ⁵	☐	☐	☐	☐

¹ Coche compartido se define como un servicio de movilidad compartida en el que las personas pueden alquilar coches por períodos cortos de tiempo, a menudo por horas.

² Bicicleta compartida se define como un servicio de movilidad compartida en el que las personas pueden alquilar bicicletas por períodos cortos de tiempo, a menudo por minutos.

³ Scooter compartido se define como un servicio de movilidad compartida en el que las personas pueden alquilar scooters eléctricos con motor por períodos cortos de tiempo, a menudo por minutos.

⁴ El microtransito se define como un servicio de tránsito basado en tecnología, operado de manera privada o pública, que generalmente utiliza lanzaderas o camionetas para varios pasajeros/agrupados para brindar servicios a pedido o con horarios fijos con rutas dinámicas o fijas.

⁵ Furgoneta compartida se define como un grupo de personas (normalmente entre 7 y 15) que viajan juntas de forma regular utilizando una furgoneta o un vehículo de tamaño similar. Piense en compartir el coche, pero a mayor escala.

09. La movilidad compartida se define como servicios y recursos de transporte que se comparten entre usuarios, ya sea de forma simultánea o consecutiva. ¿En cuáles tres (3) opciones de movilidad compartida le gustaría MÁS que invirtiera la ciudad? Consulte las definiciones en la página anterior.

- | | |
|---|--|
| ☐ Coche compartido de vehículos eléctricos | ☐ Furgoneta compartida |
| ☐ Bicicleta compartida | ☐ Tránsito tradicional de ruta fija |
| ☐ Scooter compartido | ☐ UberX Share (anteriormente Uber Pool) |
| ☐ Microtransito bajo demanda | |

10. Por favor cuéntenos un poco de usted. (Seleccione todas las que correspondan)

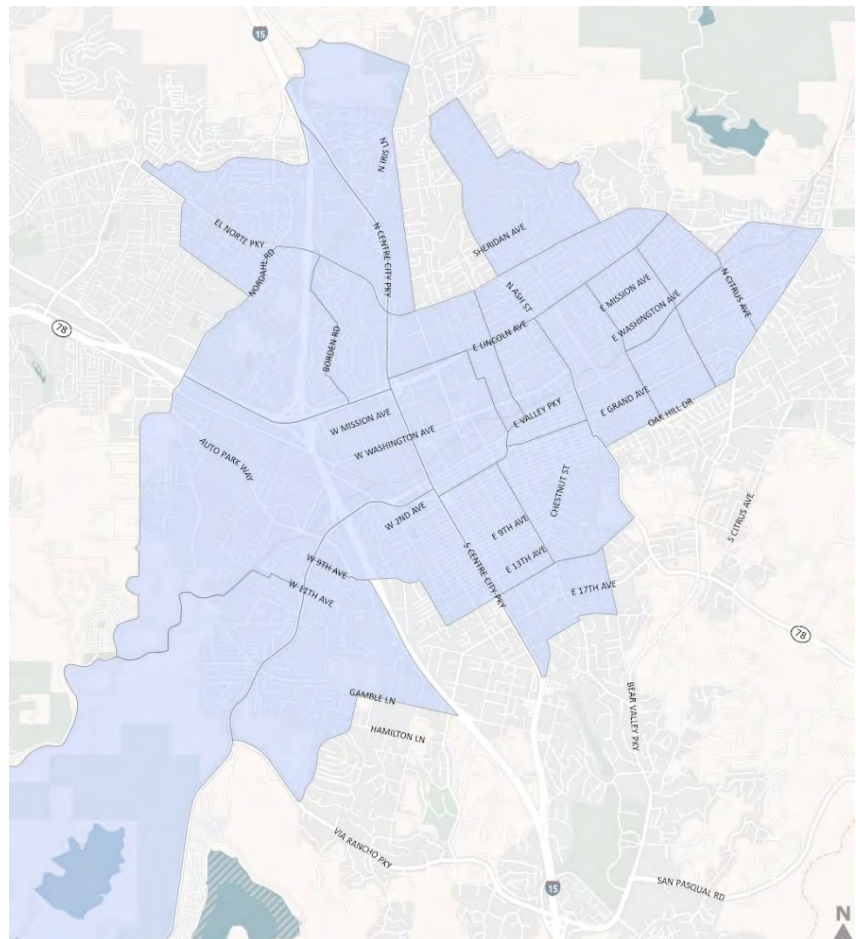
- | | |
|--|---|
| ☐ Soy un estudiante | ☐ Trabajo en Escondido |
| ☐ Soy padre | ☐ Soy jubilado |
| ☐ Vivo en Escondido | ☐ Otros: _____ |

11. A la derecha hay un mapa del área de cobertura de subvenciones de CMO. ¿Vive en uno de los sectores censales identificados en azul?

- ☐ Sí
☐ No

12. ¿Cuál es tu edad?

- ☐ Menores de 18 años
☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-55
☐ 56-65
☐ Mayores de 65



13. ¿Cuál es su idioma principal (es decir, el idioma que habla la mayor parte del tiempo)?

- | | | |
|-----------------------------------|------------------------------------|--|
| ☐ Árabica | ☐ Mandarín | ☐ Tagalo |
| ☐ Cantonés | ☐ Portugués | ☐ Prefiero no responder |
| ☐ Inglés | ☐ Español | ☐ Otros: _____ |

14. ¿Cómo describirías tu raza/etnia? (Seleccione todas las que correspondan)

- | | | |
|--|---|---|
| ☐ Indio americano o
nativo de Alaska | ☐ Caucásico o blanco | ☐ Del sur de Asia (p. ej.,
indio, paquistaní, etc.) |
| ☐ Asiático | ☐ Hispano or latino | ☐ Prefiero no responder |
| ☐ Raza negra o
afroamericano | ☐ De Oriente Medio | ☐ Otros: _____ |
| | ☐ Nativo de Hawái o de
las islas del Pacífico | _____ |

15. ¿A cuántos automóviles tiene acceso su hogar (incluidos los miembros de la familia y los compañeros de cuarto)?

- ☐ 0 ☐ 1 ☐ 2 ☐ 3 o más

16. ¿Hay algo más que le gustaría compartir sobre sus experiencias a pie, en bicicleta o en transporte público en Escondido?

Proporcione su nombre y dirección de correo electrónico a continuación para tener la oportunidad de ganar una tarjeta de regalo Visa de \$50.

Nombre de pila: _____ **Apellido:** _____

Email: _____

¿Le gustaría recibir actualizaciones del proyecto e invitaciones a próximos eventos de divulgación por correo electrónico? Por favor indique aquí si es así.

- ☐ Sí ☐ No

Devuelva su encuesta completa a Craig Williams por correo (201 N Broadway, Escondido, CA 92025) o por email (cwilliams@escondido.org) a más tardar el 19 de abril de 2024.

Appendix C: Community Survey Results

Closed

Community Survey
Escondido Mobility

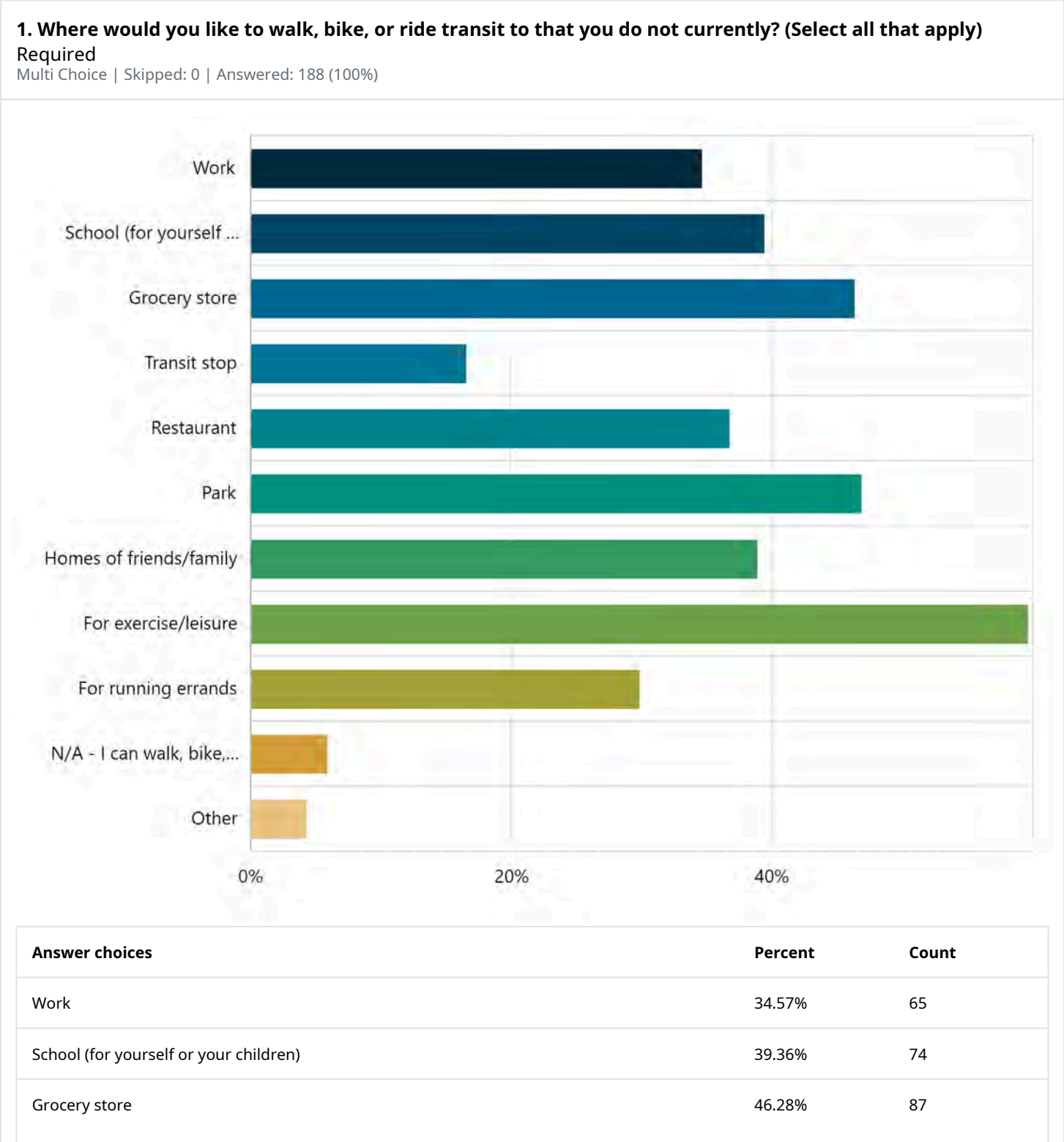
145

Contributors

188

Contributions

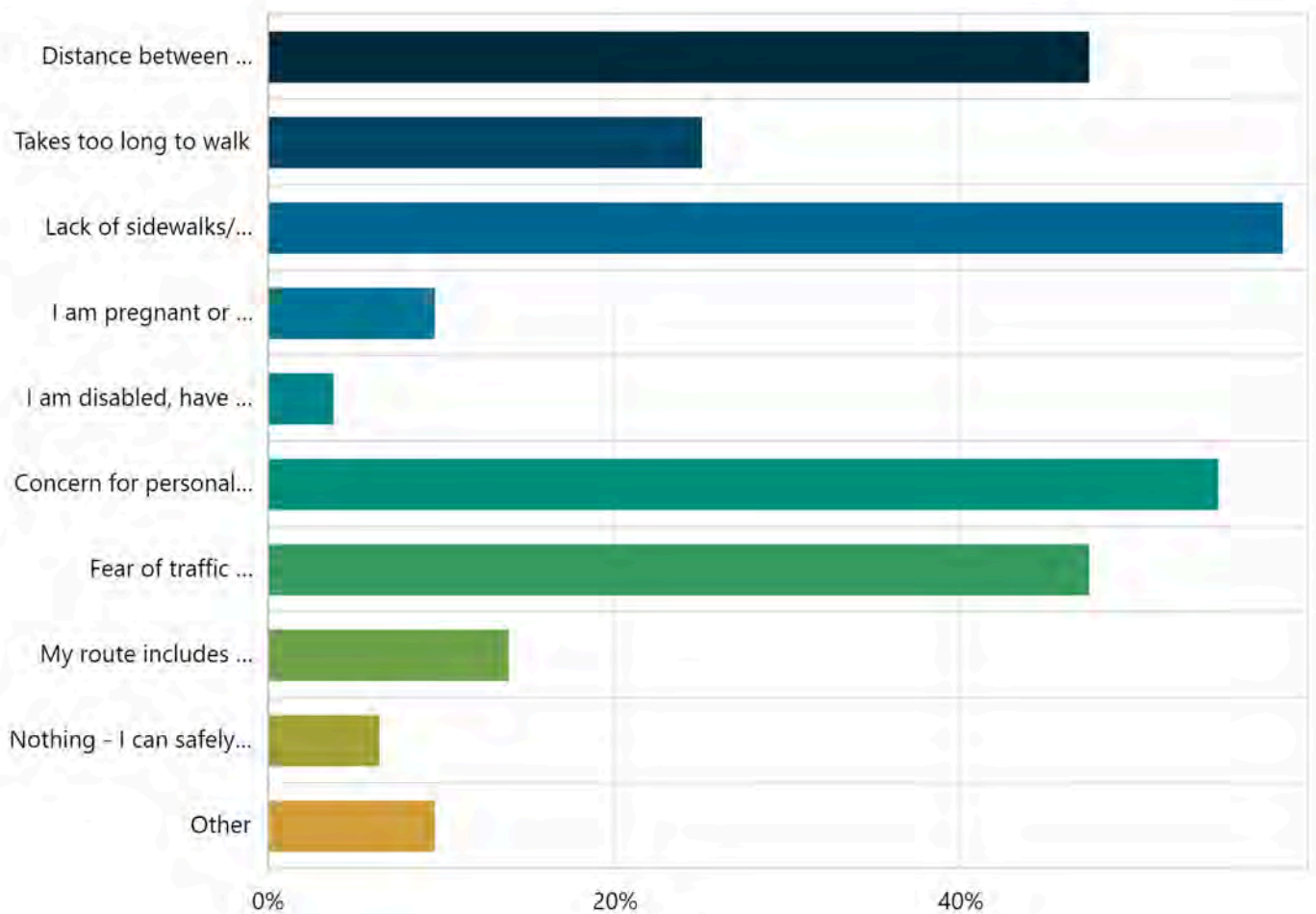
Contribution Summary



Transit stop	16.49%	31
Restaurant	36.70%	69
Park	46.81%	88
Homes of friends/family	38.83%	73
For exercise/leisure	59.57%	112
For running errands	29.79%	56
N/A - I can walk, bike, or ride transit to everywhere I'd like to go.	5.85%	11
Other	4.26%	8

2. What currently prevents you from walking to places you would like to go? (Select all that apply) Required

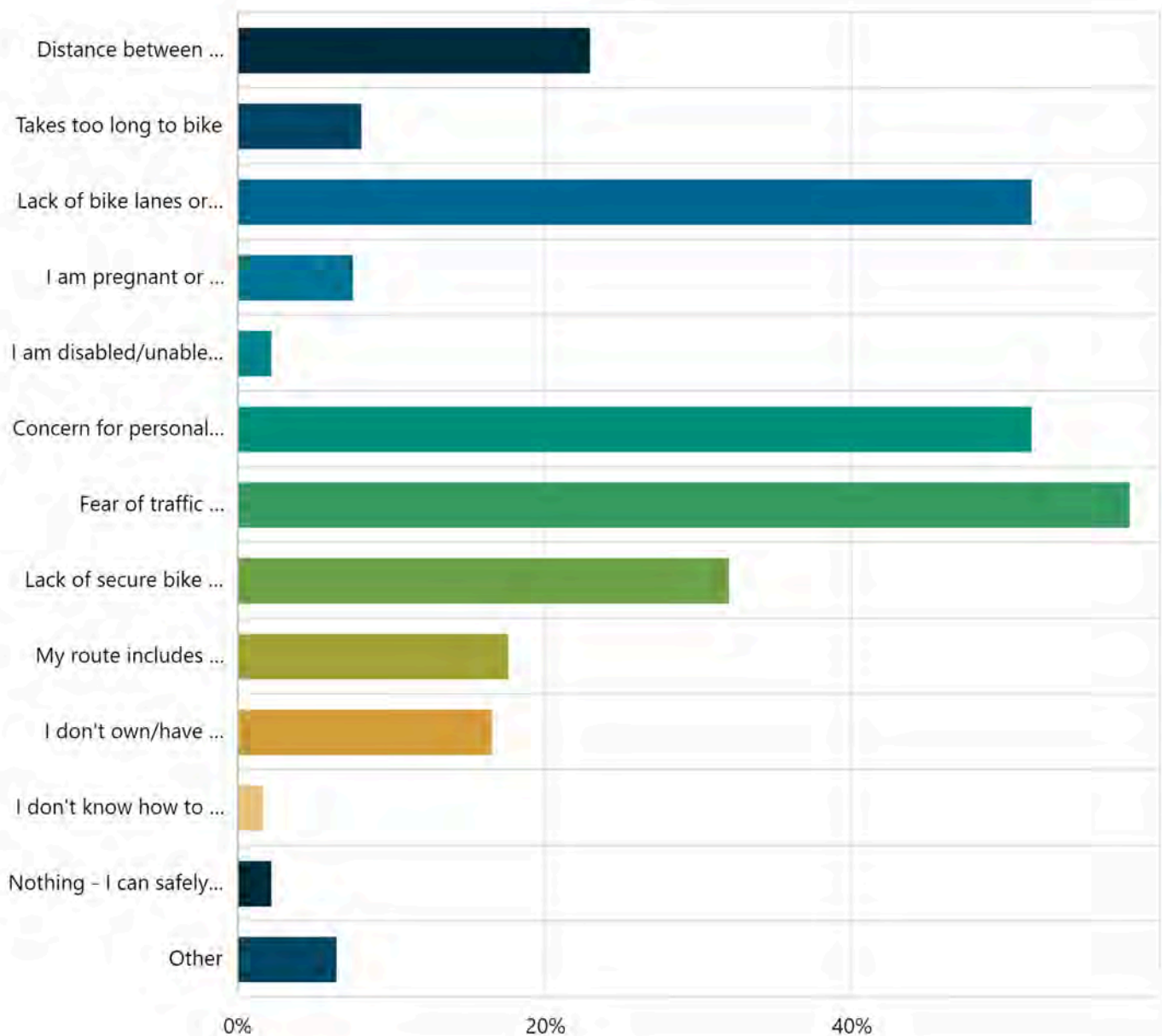
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
Distance between origin/destination is too far	47.34%	89
Takes too long to walk	25.00%	47
Lack of sidewalks/crosswalks or poor sidewalk/crosswalk conditions	58.51%	110
I am pregnant or have children/dependents	9.57%	18
I am disabled, have difficulty walking, or use an assistive device (walker, wheelchair, etc.)	3.72%	7
Concern for personal safety	54.79%	103
Fear of traffic collision or reckless driving behavior	47.34%	89
My route includes hilly terrain	13.83%	26
Nothing - I can safely walk everywhere I'd like to go.	6.38%	12
Other	9.57%	18

3. What currently prevents you from biking to places you would like to go? (Select all that apply) Required

Multi Choice | Skipped: 0 | Answered: 188 (100%)

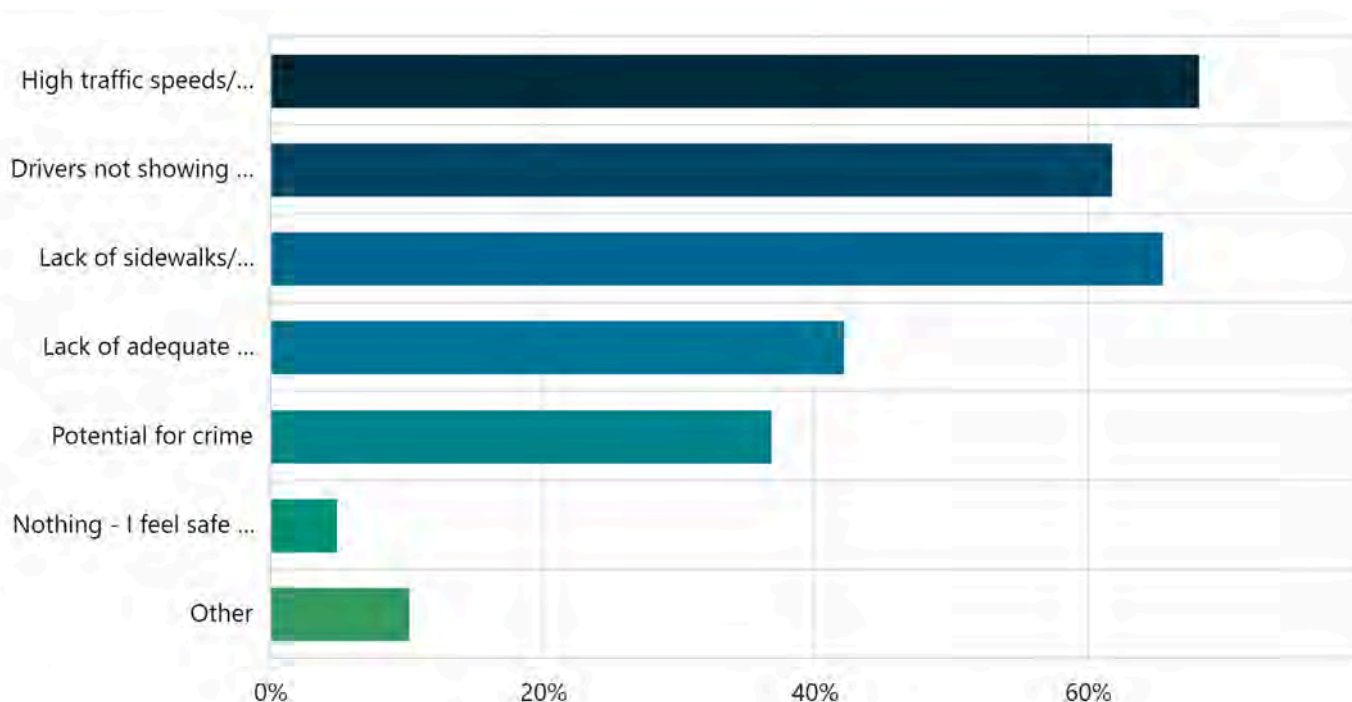


Answer choices	Percent	Count
Distance between origin/destination is too far	22.87%	43
Takes too long to bike	7.98%	15
Lack of bike lanes or poor bike lane conditions	51.60%	97
I am pregnant or have children/dependents	7.45%	14
I am disabled/unable to bike	2.13%	4
Concern for personal safety	51.60%	97
Fear of traffic collision or reckless driving behavior	57.98%	109

Lack of secure bike parking	31.91%	60
My route includes hilly terrain	17.55%	33
I don't own/have access to a bike	16.49%	31
I don't know how to ride a bike	1.60%	3
Nothing - I can safely bike everywhere I'd like to go.	2.13%	4
Other	6.38%	12

4. What makes you feel unsafe while walking or biking? (Select all that apply) Required

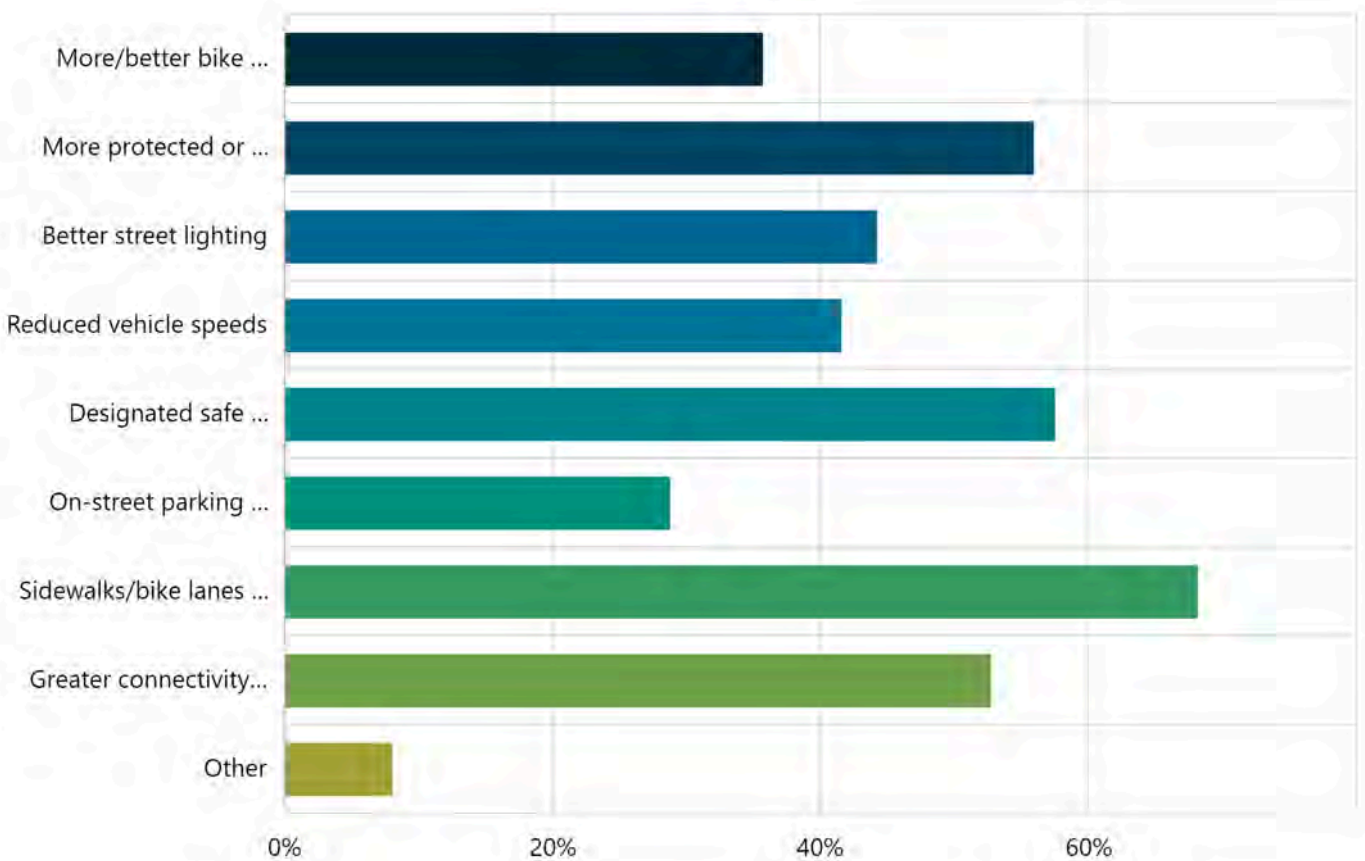
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
High traffic speeds/volume	68.09%	128
Drivers not showing courtesy to pedestrians/bicyclists	61.70%	116
Lack of sidewalks/crosswalks/bike lanes or poor sidewalk/crosswalk/bike lane conditions	65.43%	123
Lack of adequate lighting	42.02%	79
Potential for crime	36.70%	69
Nothing - I feel safe while walking and biking.	4.79%	9
Other	10.11%	19

5. Which of the following would make you more likely to walk or bike? (Select all that apply) Required

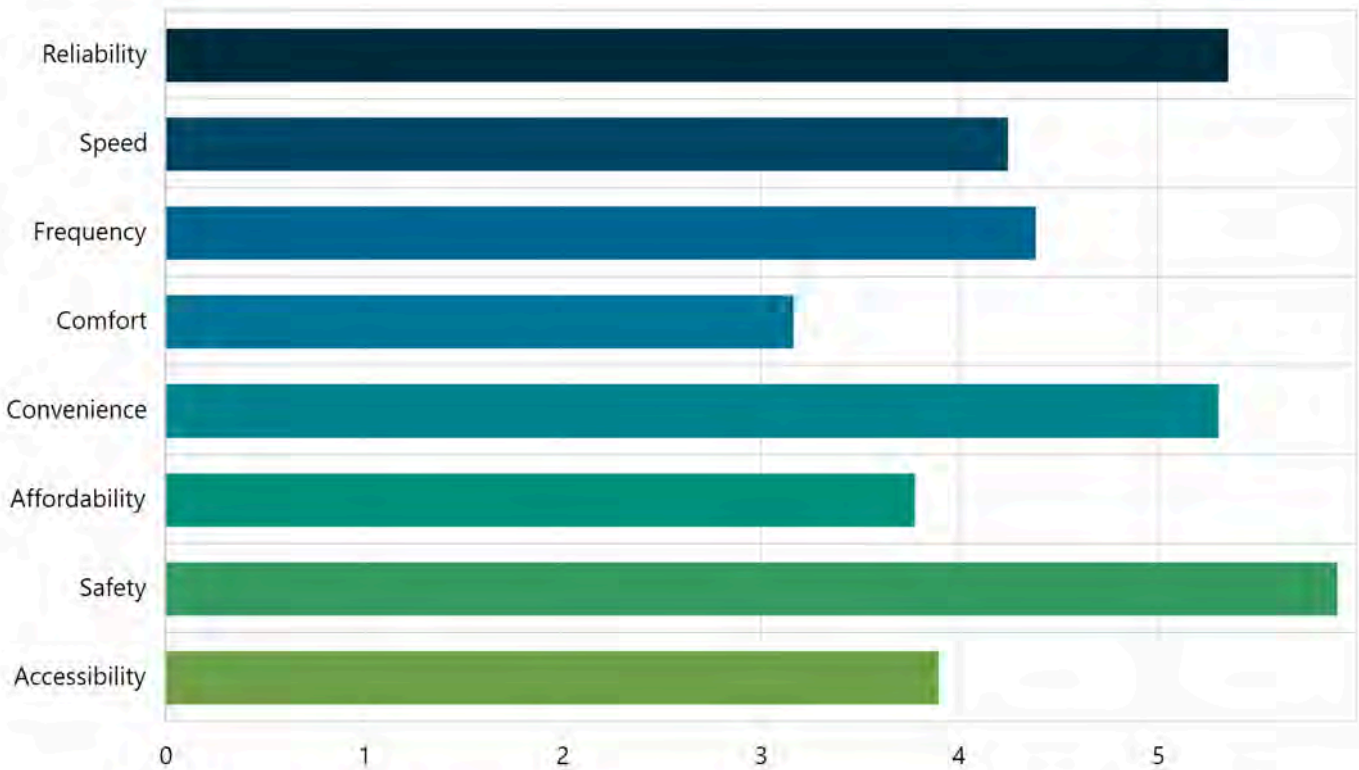
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
More/better bike parking infrastructure	35.64%	67
More protected or marked crossings	55.85%	105
Better street lighting	44.15%	83
Reduced vehicle speeds	41.49%	78
Designated safe routes for walking/biking to school	57.45%	108
On-street parking that serves as a buffer between people and cars	28.72%	54
Sidewalks/bike lanes that are separated from traffic	68.09%	128
Greater connectivity between regional walking/biking paths and neighboring communities	52.66%	99
Other	7.98%	15

6. What are your priorities when it comes to taking transit? Rank the following options in order of priority, with 1 being your highest priority and 8 being your lowest priority. Required

Ranking | Skipped: 4 | Answered: 184 (97.9%)



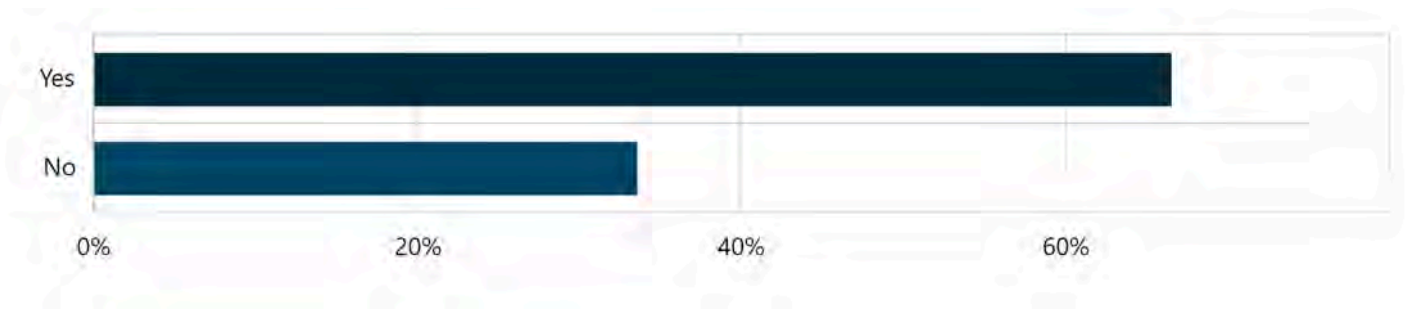
	1	2	3	4	5	6	7	8	Count	Score	Avg Rank
Reliability	19.57% 36	14.67% 27	14.13% 26	16.85% 31	15.76% 29	8.15% 15	8.70% 16	2.17% 4	184	5.35	3.65
Speed	8.15% 15	14.67% 27	11.96% 22	12.50% 23	10.87% 20	13.04% 24	10.87% 20	17.93% 33	184	4.24	4.76
Frequency	8.70% 16	11.96% 22	13.04% 24	10.87% 20	15.22% 28	16.85% 31	17.39% 32	5.98% 11	184	4.38	4.62
Comfort	0.54% 1	4.89% 9	6.52% 12	10.87% 20	12.50% 23	21.74% 40	26.09% 48	16.85% 31	184	3.16	5.84
Convenience	11.96% 22	17.39% 32	22.83% 42	14.67% 27	14.13% 26	10.87% 20	5.43% 10	2.72% 5	184	5.30	3.70
Affordability	4.89% 9	8.70% 16	11.41% 21	15.22% 28	12.50% 23	10.87% 20	13.04% 24	23.37% 43	184	3.77	5.23
Safety	36.41% 67	14.67% 27	9.24% 17	10.87% 20	11.96% 22	7.61% 14	6.52% 12	2.72% 5	184	5.90	3.10
Accessibility	9.78% 18	13.04% 24	10.87% 20	8.15% 15	7.07% 13	10.87% 20	11.96% 22	28.26% 52	184	3.89	5.11

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

7. If there was a circulator bus in downtown Escondido, would you ride it? Required

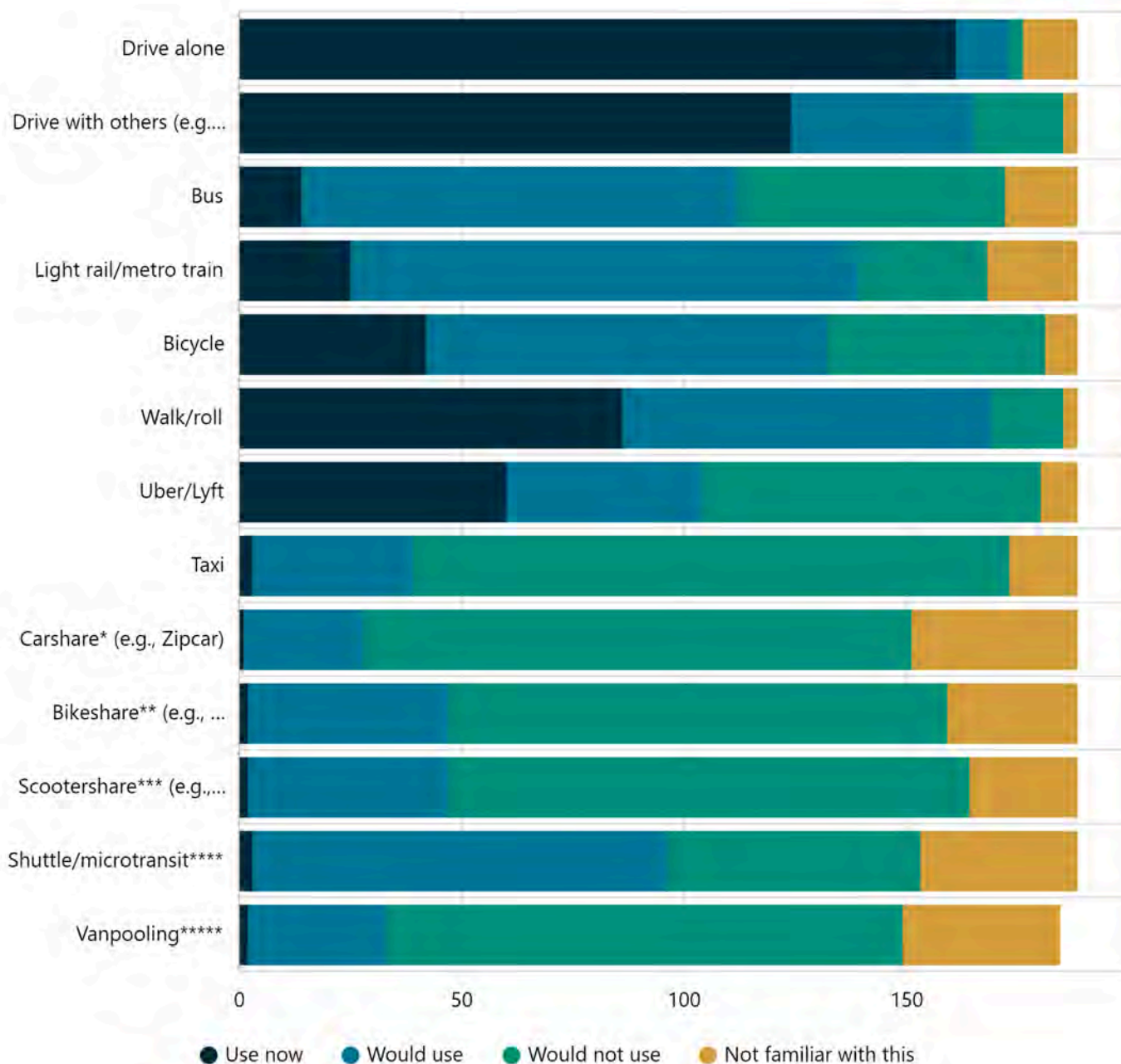
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
Yes	66.49%	125
No	33.51%	63
Total	100.00%	188

8. Which transportation options do you use now, and which transportation options would you use if they were readily available and affordable? (Select all that apply) Required

Matrix | Skipped: 0 | Answered: 188 (100%)

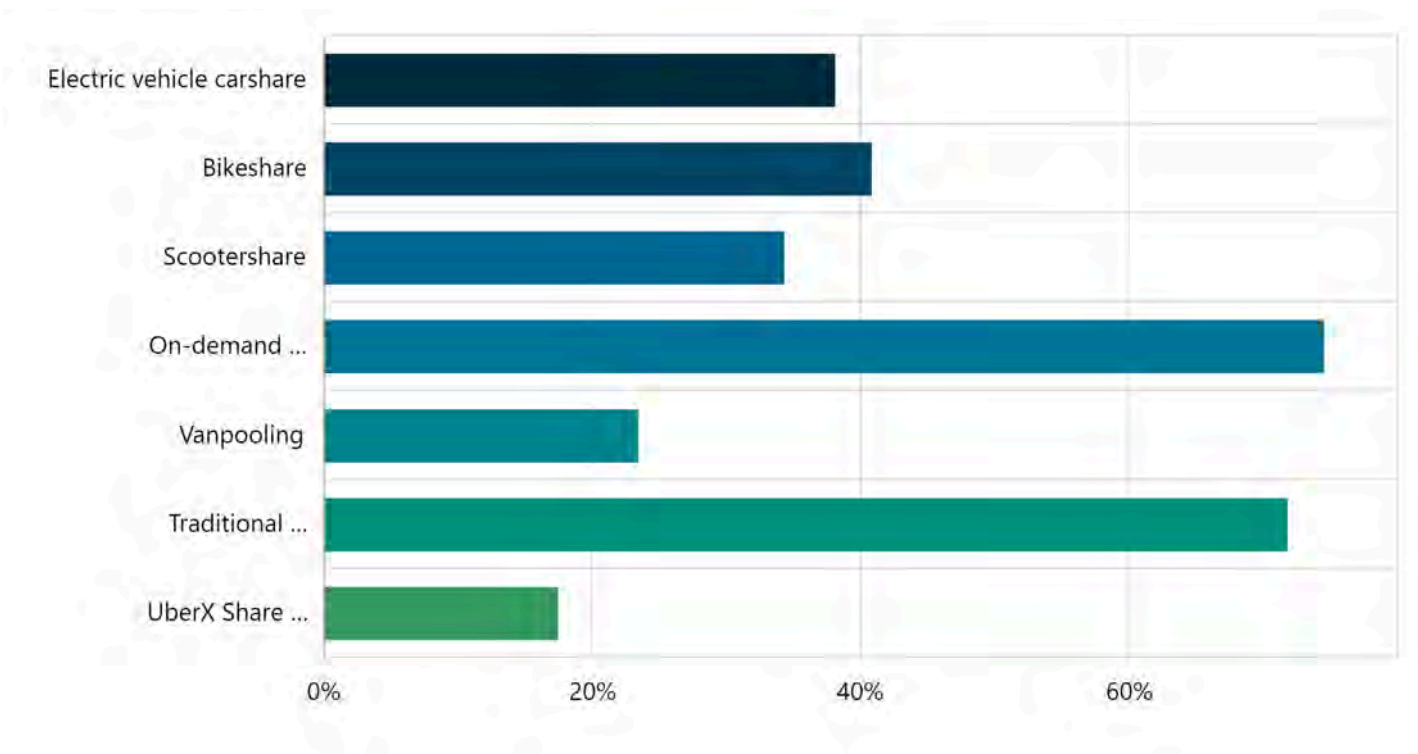


	Use now	Would use	Would not use	Not familiar with this	Count	Score
Drive alone	85.64% 161	6.38% 12	1.60% 3	6.38% 12	188	1.29
Drive with others (e.g., coworkers, family, friends, etc.)	65.96% 124	21.81% 41	10.64% 20	1.60% 3	188	1.48

Bus	7.45% 14	52.13% 98	31.91% 60	8.51% 16	188	2.41
Light rail/metro train	13.30% 25	60.64% 114	15.43% 29	10.64% 20	188	2.23
Bicycle	22.34% 42	47.87% 90	26.06% 49	3.72% 7	188	2.11
Walk/roll	45.74% 86	44.15% 83	8.51% 16	1.60% 3	188	1.66
Uber/Lyft	31.91% 60	23.40% 44	40.43% 76	4.26% 8	188	2.17
Taxi	1.60% 3	19.15% 36	71.28% 134	7.98% 15	188	2.86
Carshare* (e.g., Zipcar)	0.53% 1	14.36% 27	65.43% 123	19.68% 37	188	3.04
Bikeshare** (e.g., Lime, Lyft)	1.06% 2	23.94% 45	59.57% 112	15.43% 29	188	2.89
Scootershare** * (e.g., Bird, Lime)	1.06% 2	23.94% 45	62.23% 117	12.77% 24	188	2.87
Shuttle/microtransit****	1.60% 3	49.47% 93	30.32% 57	18.62% 35	188	2.66
Vanpooling*** **	1.09% 2	16.85% 31	63.04% 116	19.02% 35	184	3.00

9. Shared mobility is defined as transportation services and resources that are shared among users, either concurrently or one after another. Which three shared mobility options would you MOST like to see the City invest in? See definitions above. Required

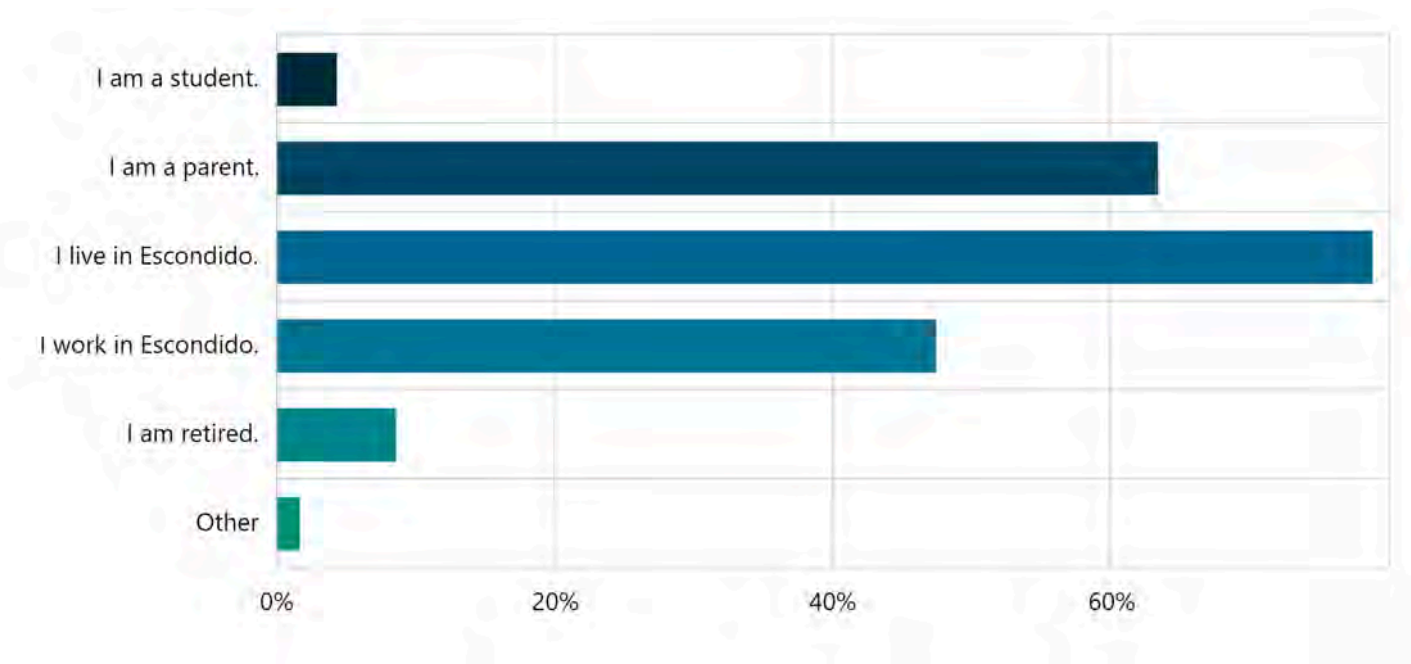
Multi Choice | Skipped: 4 | Answered: 184 (97.9%)



Answer choices	Percent	Count
Electric vehicle carshare	38.04%	70
Bikeshare	40.76%	75
Scootershare	34.24%	63
On-demand microtransit	74.46%	137
Vanpooling	23.37%	43
Traditional fixed-route transit	71.74%	132
UberX Share (previously Uber Pool)	17.39%	32

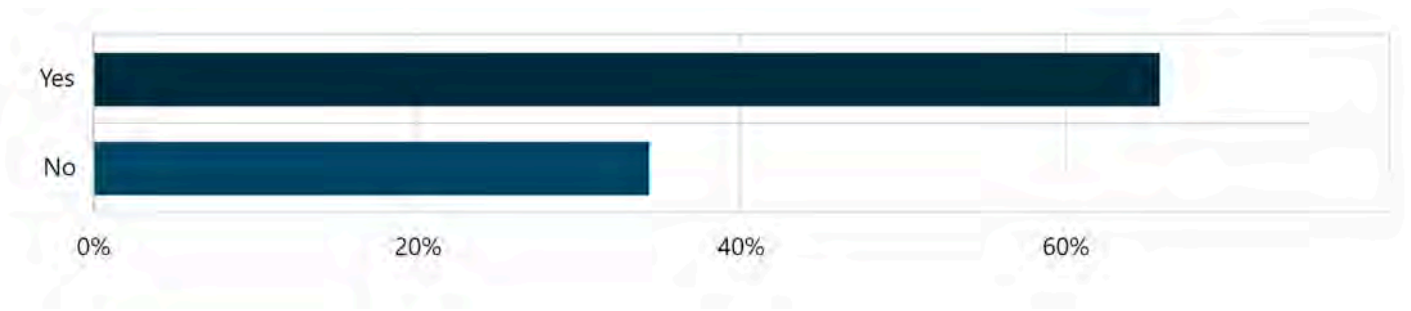
10. Please tell us a bit about yourself. (Select all that apply) Required

Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
I am a student.	4.26%	8
I am a parent.	63.30%	119
I live in Escondido.	78.72%	148
I work in Escondido.	47.34%	89
I am retired.	8.51%	16
Other	1.60%	3

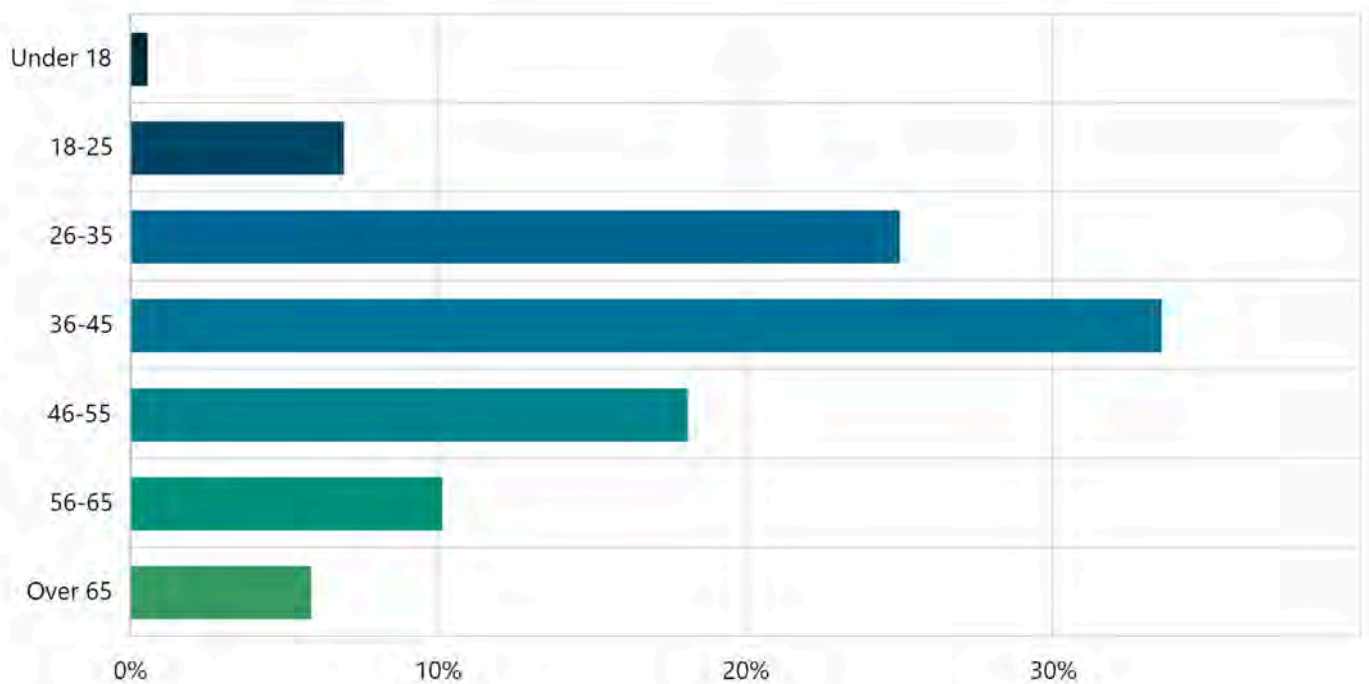
11. Below is a map of the CMO Grant Coverage Area. Do you live in one of the census tracts identified in blue?
Required
Multi Choice | Skipped: 4 | Answered: 184 (97.9%)



Answer choices	Percent	Count
Yes	65.76%	121
No	34.24%	63
Total	100.00%	184

12. What is your age? Required

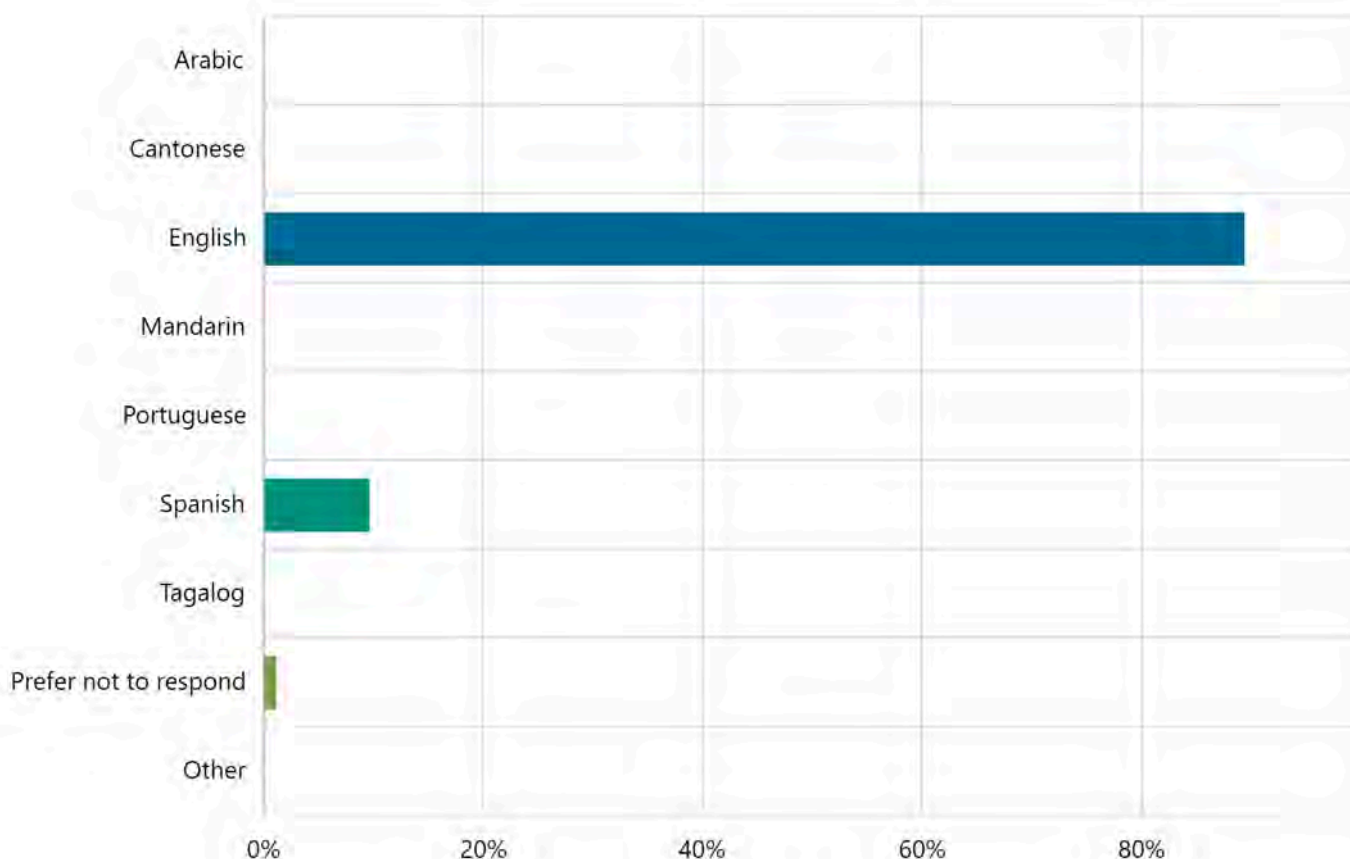
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
Under 18	0.53%	1
18-25	6.91%	13
26-35	25.00%	47
36-45	33.51%	63
46-55	18.09%	34
56-65	10.11%	19
Over 65	5.85%	11
Total	100.00%	188

13. What is your primary language (i.e., the language you speak most of the time)? Required

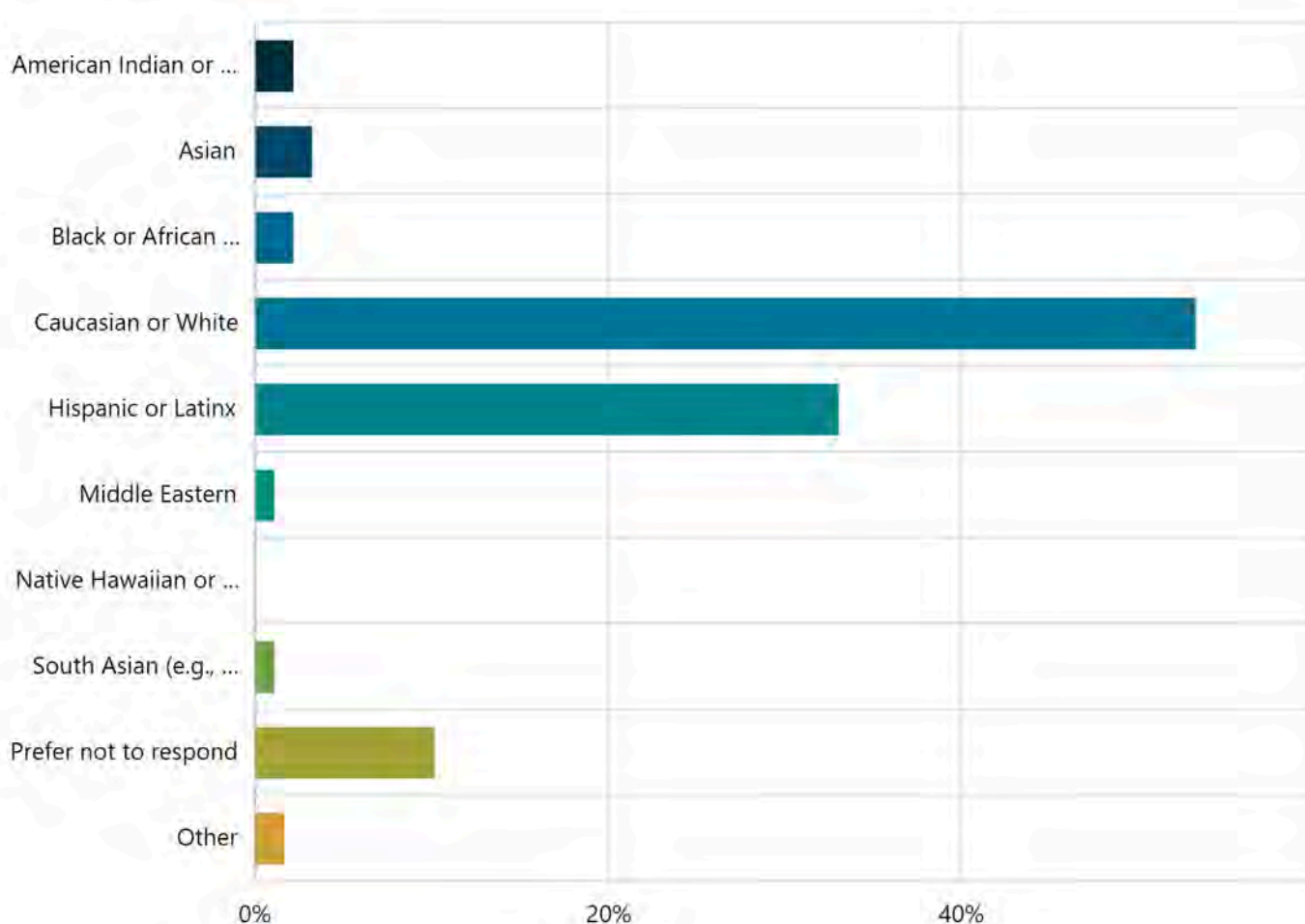
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
Arabic	0%	0
Cantonese	0%	0
English	89.36%	168
Mandarin	0%	0
Portuguese	0%	0
Spanish	9.57%	18
Tagalog	0%	0
Prefer not to respond	1.06%	2
Other	0%	0
Total	100.00%	188

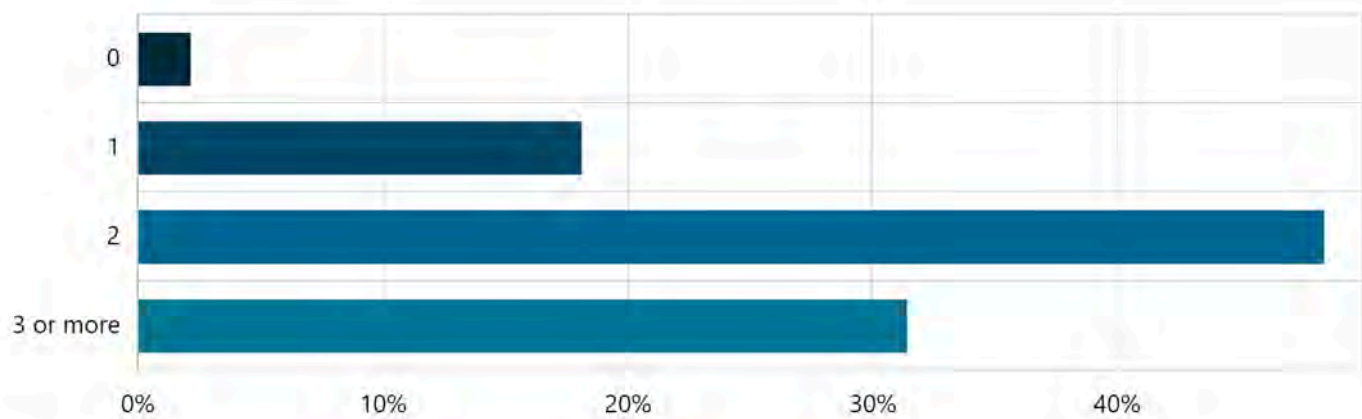
14. How would you describe your race/ethnicity? (Select all that apply) Required

Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
American Indian or Alaskan Native	2.13%	4
Asian	3.19%	6
Black or African American	2.13%	4
Caucasian or White	53.19%	100
Hispanic or Latinx	32.98%	62
Middle Eastern	1.06%	2
Native Hawaiian or Pacific Islander	0%	0
South Asian (e.g., Indian, Pakistani, etc.)	1.06%	2
Prefer not to respond	10.11%	19
Other	1.60%	3

15. How many cars does your household (including family members and roommates) have access to? Required
Multi Choice | Skipped: 0 | Answered: 188 (100%)



Answer choices	Percent	Count
0	2.13%	4
1	18.09%	34
2	48.40%	91
3 or more	31.38%	59
Total	100.00%	188

16. Is there anything else you would like to share about your walking, biking, or transit experiences in Escondido?

Long Text | Skipped: 74 | Answered: 114 (60.6%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions