



Online Survey Summary

Community Outreach Phase 1

Summer/Fall 2021



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Overview

- We asked people to share their experience and vision for walking, biking, and accessing transit through an online survey
 - Interactive map allowed respondents to draw lines and points
 - Survey asked additional questions, including demographics
- Open August 1 – October 31, 2021
- Total respondents
 - 1,326 people responded to the survey
 - Over 582 people drew on the map

VENTURA
ACTIVE TRANSPORTATION PLAN

There are two parts to this survey:

- 1 Take the survey
- 2 Use the map

TO USE THE MAP

- 1 Zoom to area of interest
- 2 Click **DRAW A POINT** or **DRAW A LINE**
- 3 Draw, comment if necessary and answer questions
- 4 Click other submitted ideas to vote and/or comment

Ventura Active Transportation Plan About & Help Draw a Line Draw a Point Take Survey

Map Satellite

Map showing survey results with various colored lines and icons representing walking, biking, and transit routes.

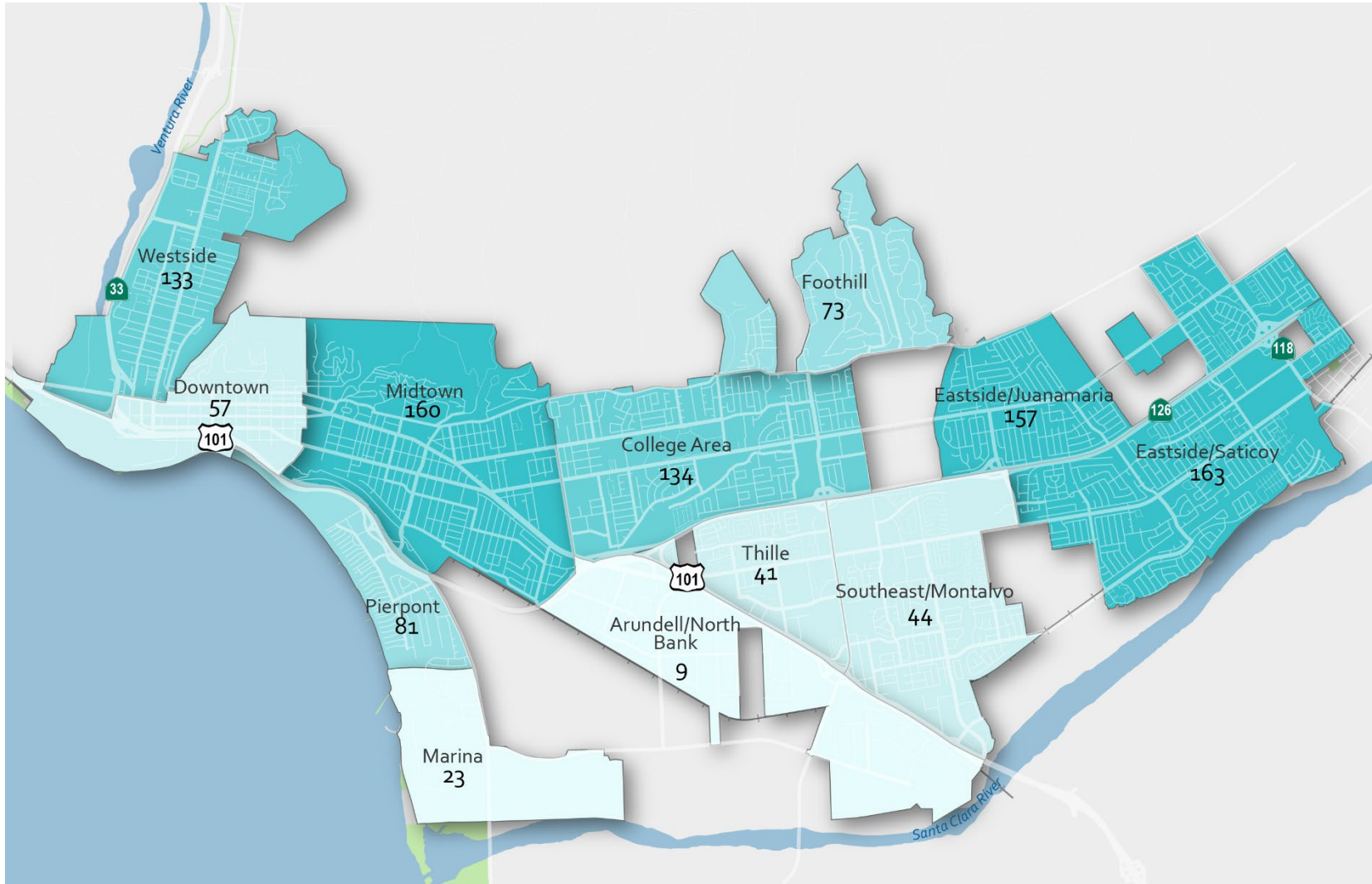
School Outreach

- We also partnered with the Ventura Unified School District to distribute the online interactive map and survey through K-12 school administrators to families.
- 547 survey responses (among the 1,326 total responses) were generated from the school-specific collector.



Who took the survey?

Neighborhood



- 1,142 responses among people who live in Ventura
- 68 "other" responses

Response Rate by Neighborhood

Subareas	Population	Responses	Response Rate
Westside	14,056	133	0.9%
Downtown	4,230	57	1.3%
Midtown	14,774	160	1.1%
Pierpont	3,634	81	2.2%
Marina	1,675	23	1.4%
College Area	12,925	134	1.0%
Arundell/North Bank	153	9	5.9%
Thille	8,793	41	0.5%
Foothill	3,049	73	2.4%
Southeast/Montalvo	14,037	44	0.3%
Eastside/Juanamaria	11,796	157	1.3%
Eastside/Saticoy	19,294	163	0.8%
Total	108,416	1,142	1.1%

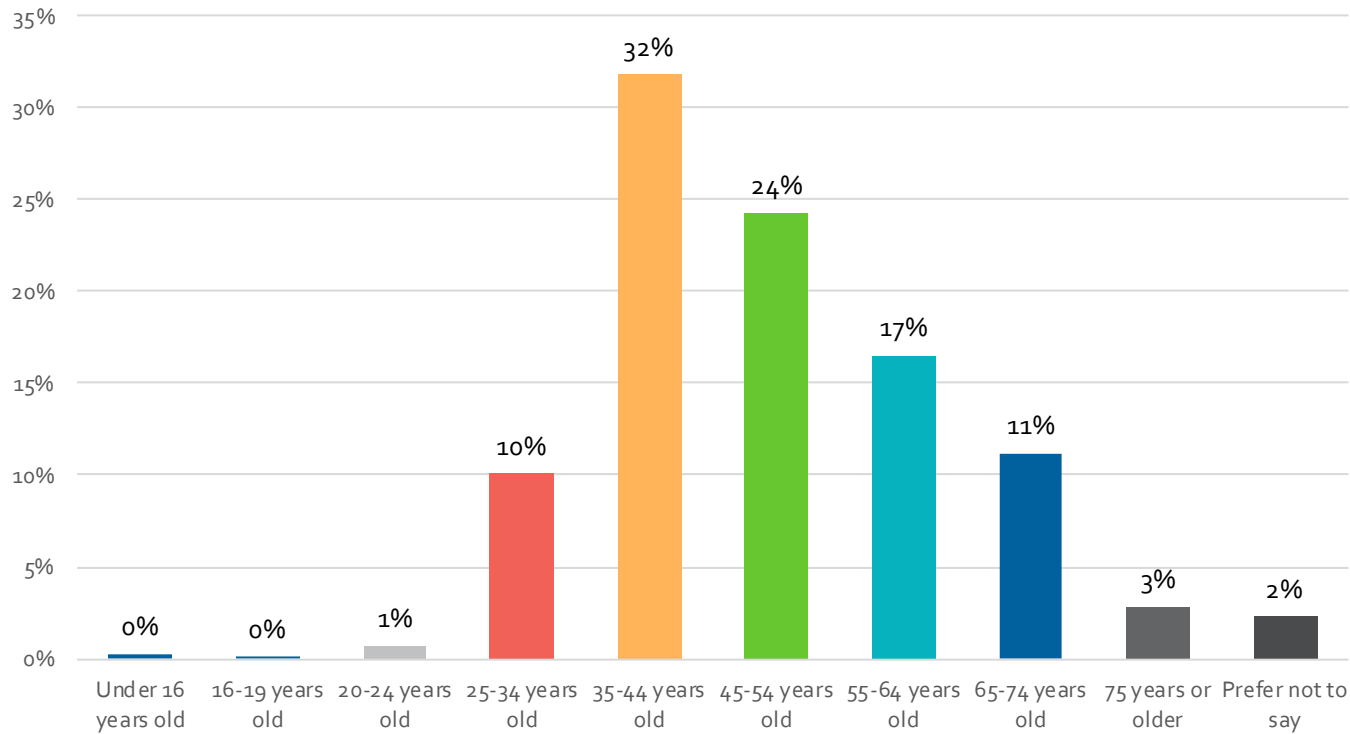
Arundell/North Bank and Foothill neighborhoods are over-represented, and Westside, Thille, Eastside/Saticoy and Southeast/Montalvo are least represented.

Subarea populations are sourced from the [General Plan Update's Land Use and Urban Design Subarea Reports \(2021\)](#).

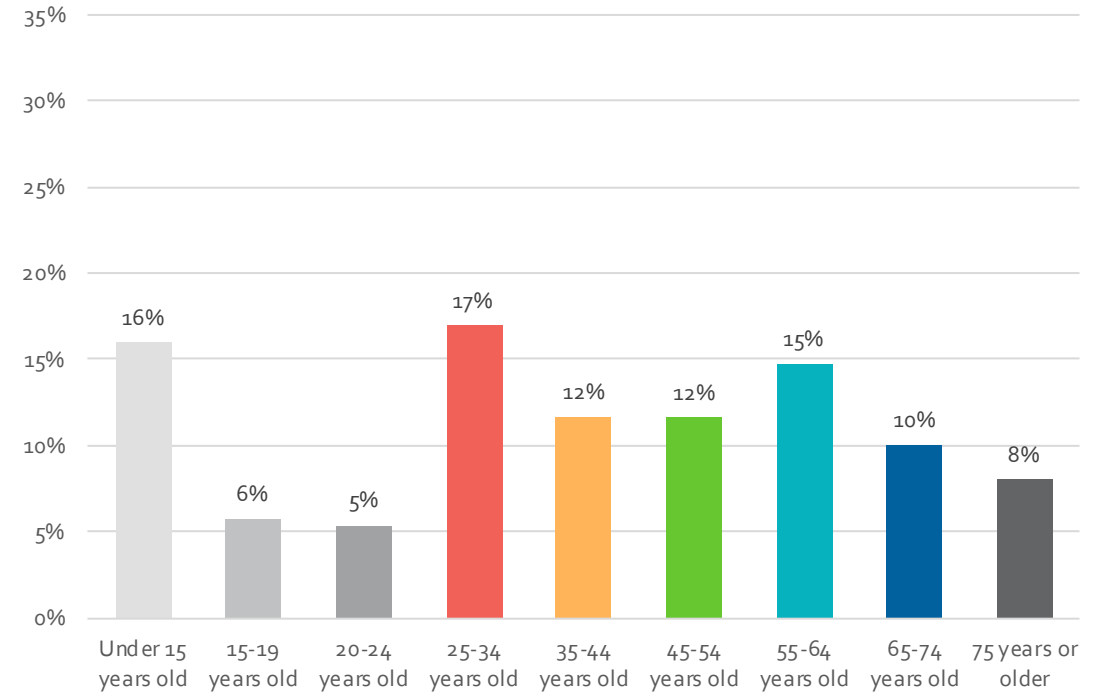
Age

Ages 34 – 54 are over-represented among respondents. Those under age 24 and over age 75 are under-represented.

Age of Ventura ATP Survey respondents (n=1142)



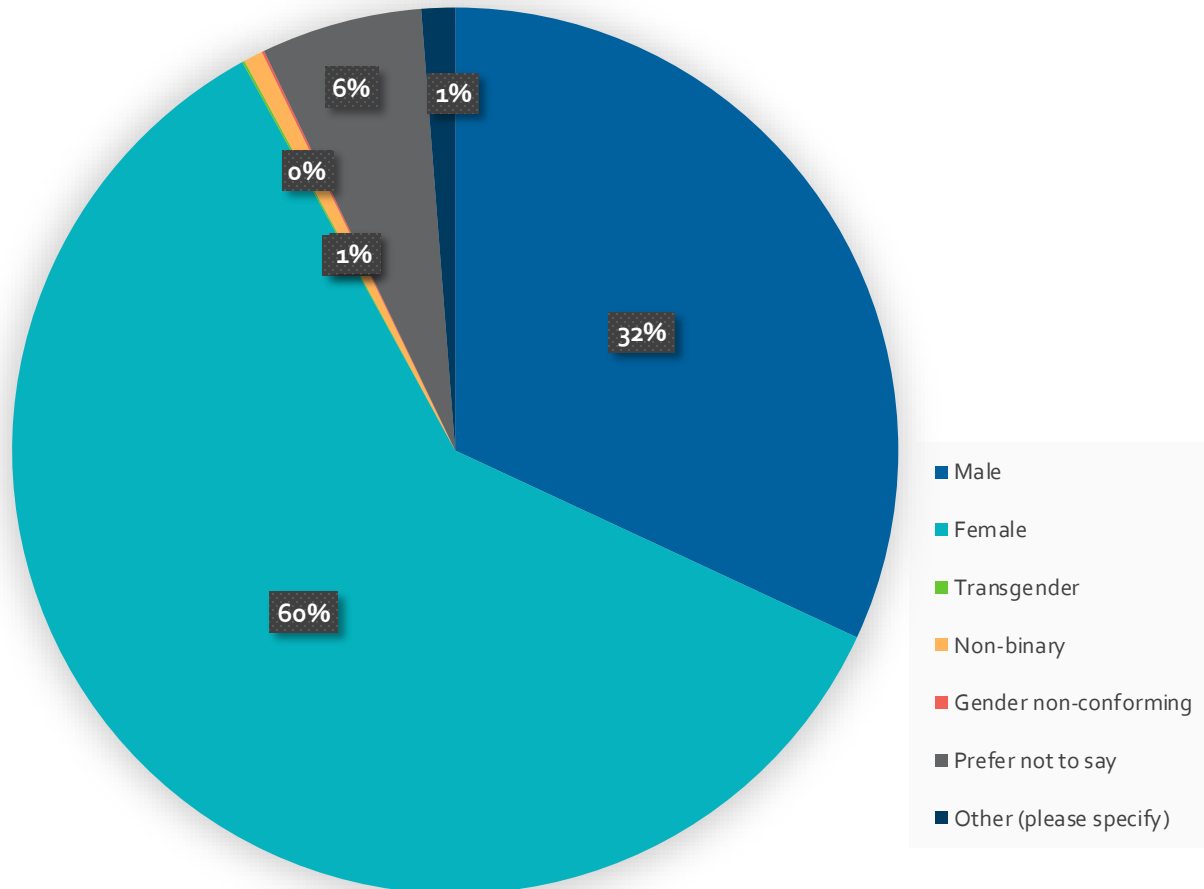
Age of City of Ventura residents from American Community Survey 2019



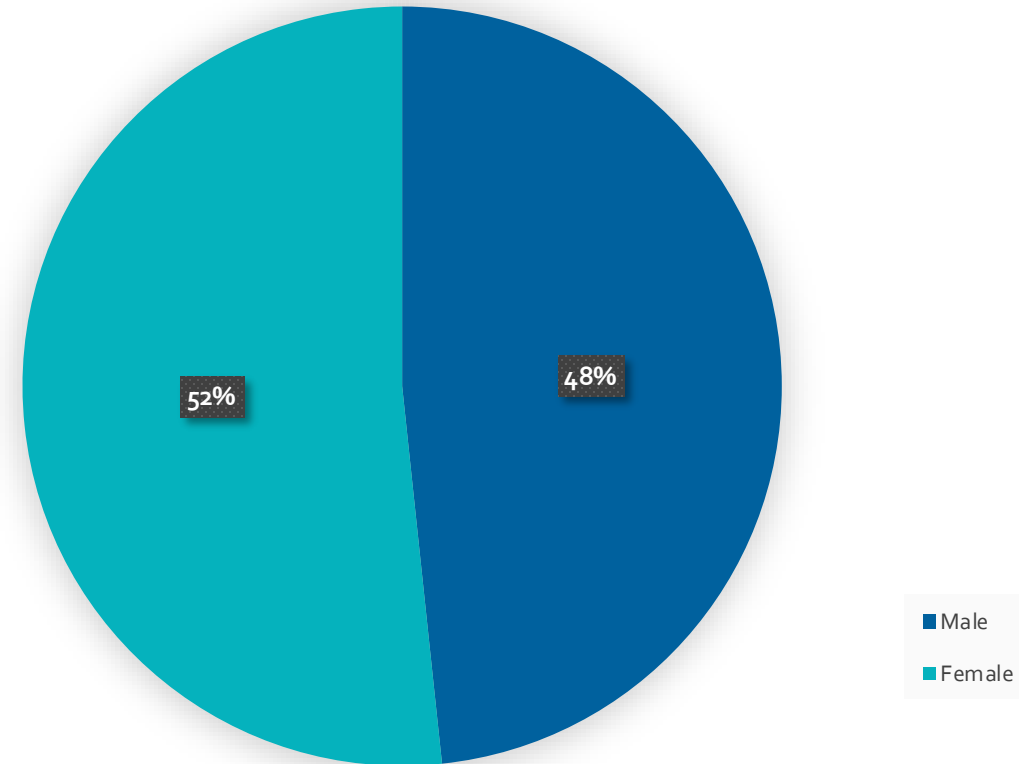
Gender

Compared to the population, more people identifying as women took the survey.

Gender of Ventura ATP Survey respondents (n=1140)



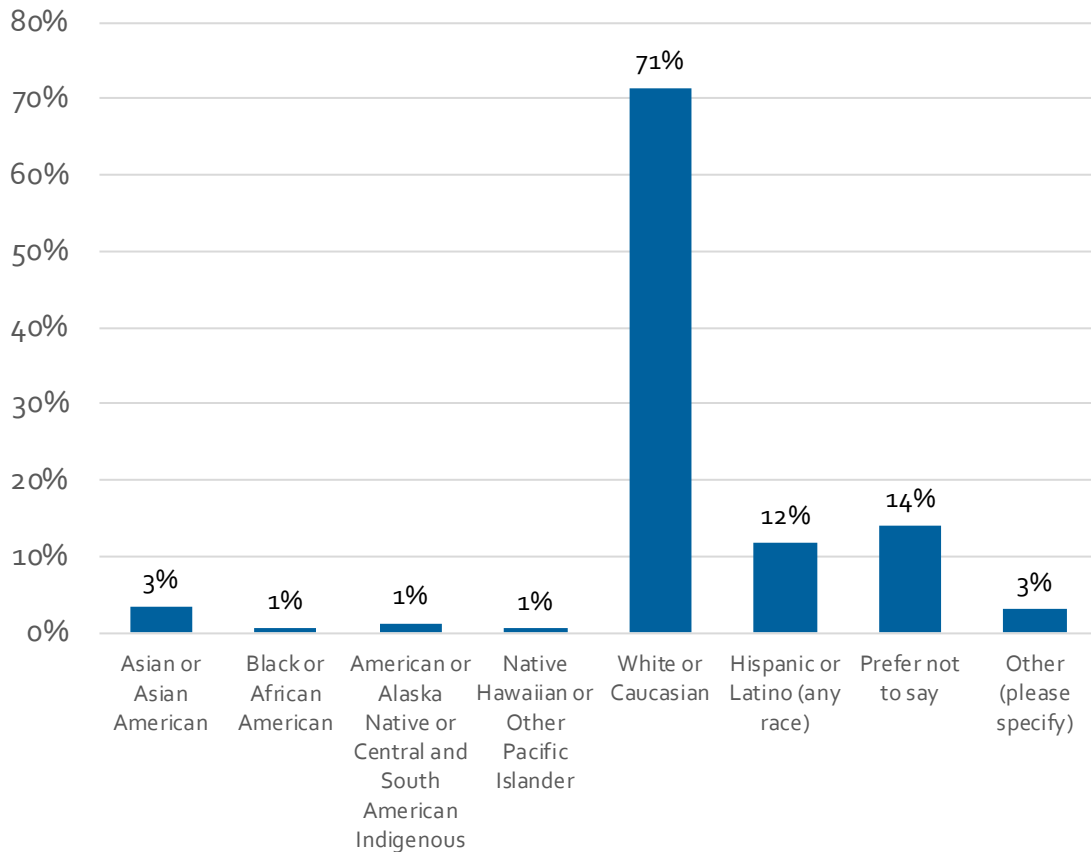
Gender of City of Ventura residents from American Community Survey 2019



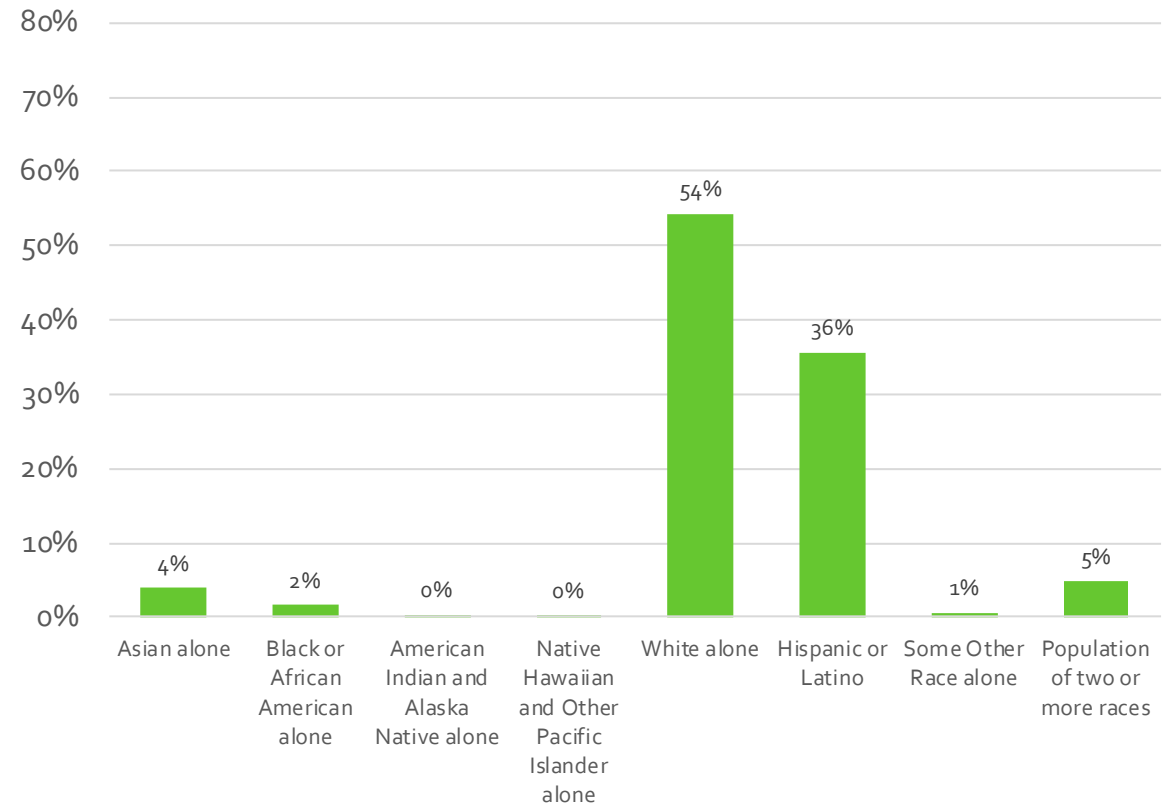
The proportion of survey respondents who identify as Hispanic or Latino/a/x was much lower than in Ventura's population as a whole.

Race/Ethnicity

Race/ethnicity of Ventura ATP Survey respondents (n=1139)



Race/ethnicity of City of Ventura residents American Community Survey 2019



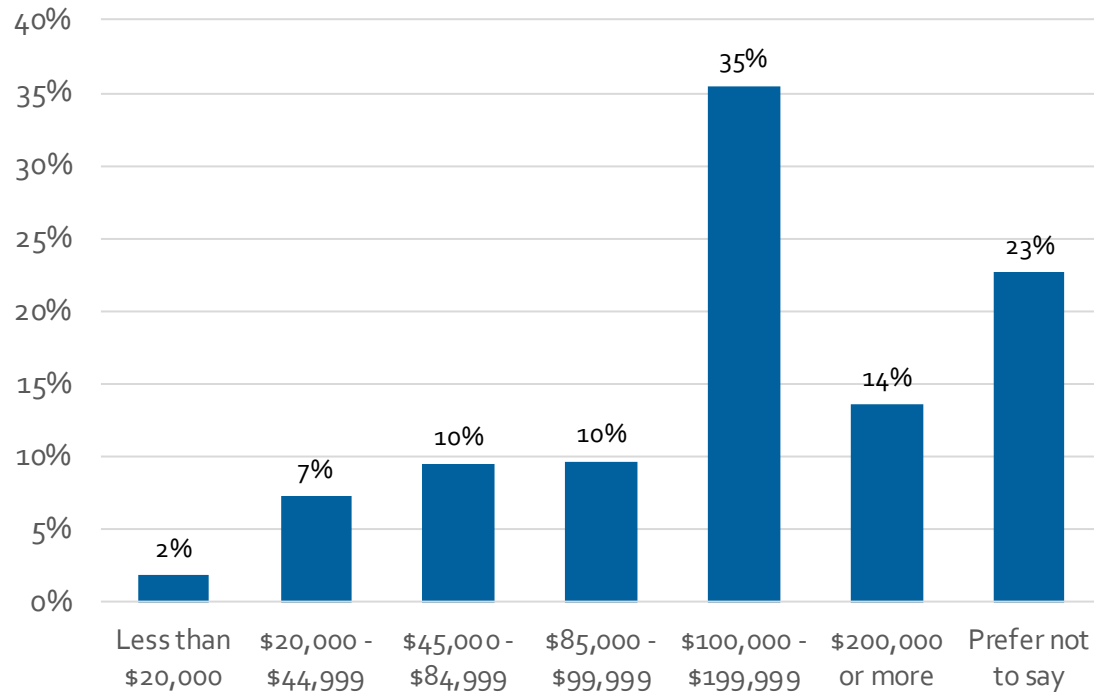
Ventura ATP Survey totals are greater than 100% because respondents could choose more than one option. Chart does not include people who skipped the question.

The American Community Survey assigns people to only one category.

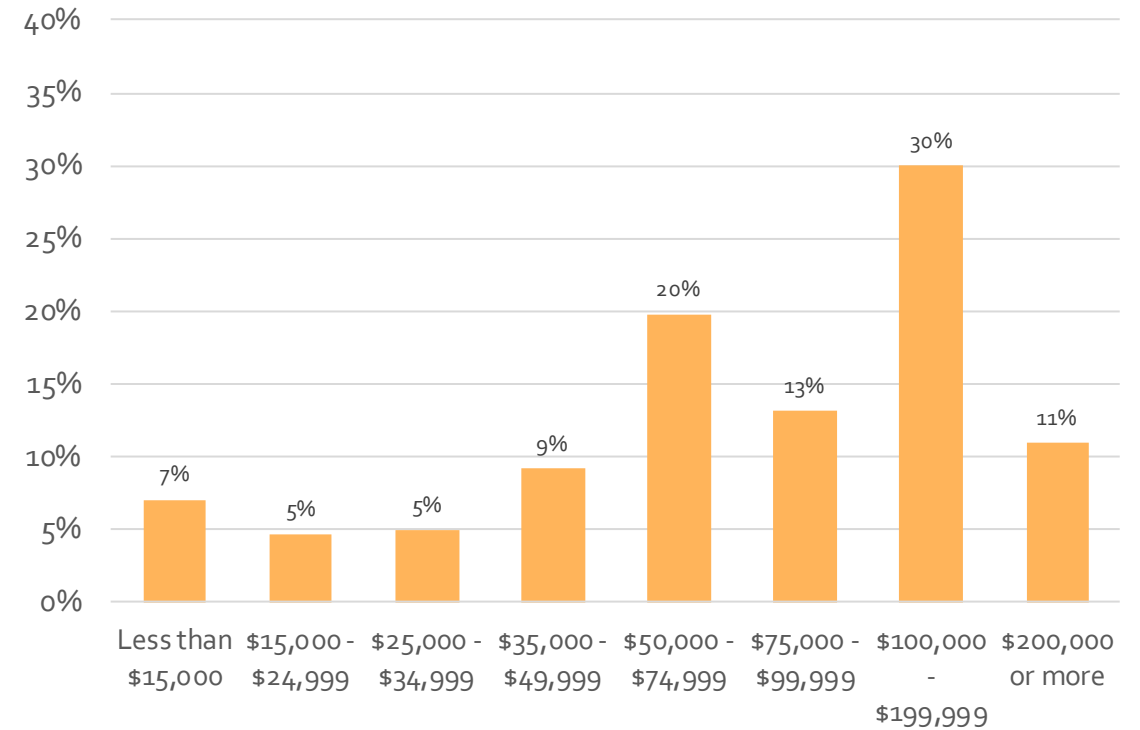
Lower income people are not as well represented among survey respondents.

Income

Household Income of Ventura ATP Survey respondents (n=1144)



Household Income American Community Survey 2019



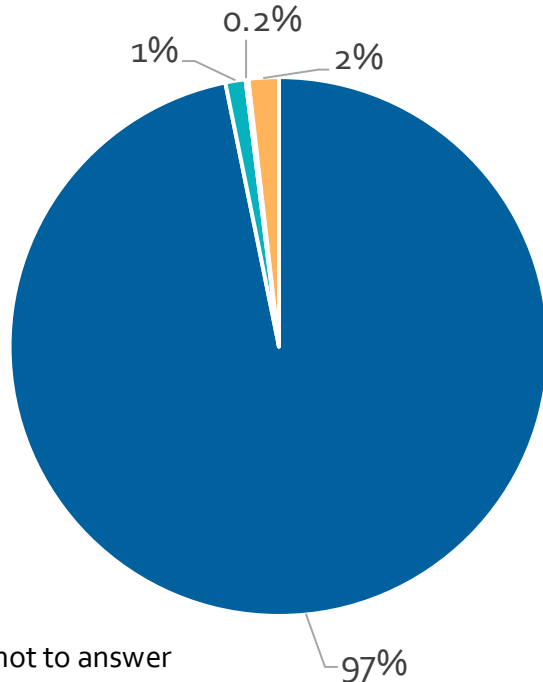
Note that income categories vary between Ventura ATP survey and ACS

Primary language

People who speak Spanish at home are underrepresented among survey respondents.

Ventura ATP Survey Respondents (n=1149)

- English
- Spanish
- Chinese (including Cantonese, Mandarin, other Chinese languages)
- Other (please specify)

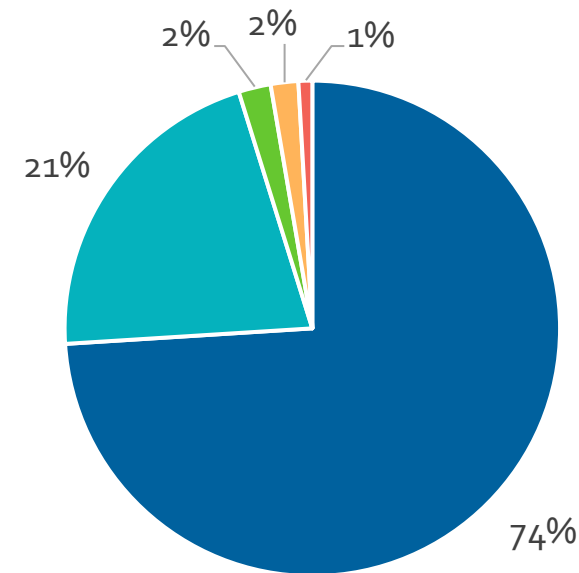


Other includes:

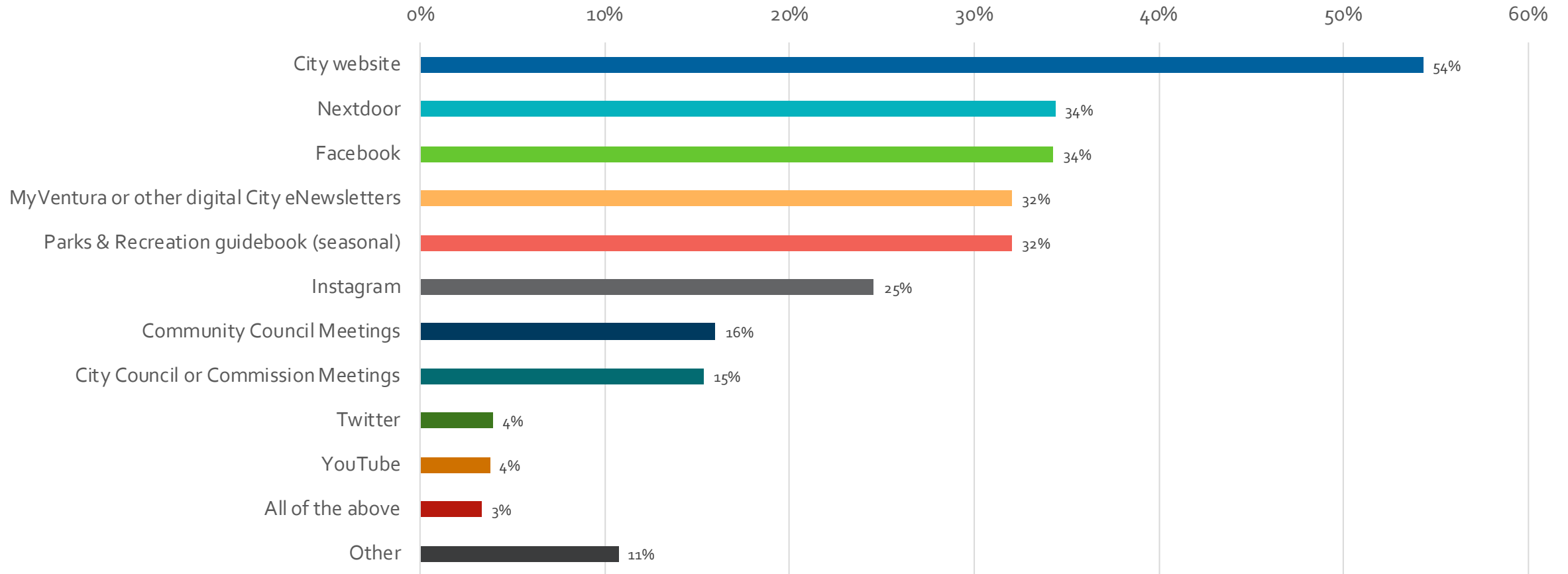
- German
- Portuguese
- Greek
- Tamil
- People who preferred not to answer

Ventura Residents, American Community Survey 2019

- Speak only English
- Spanish
- Other Indo-European languages
- Asian and Pacific Island languages
- Other languages



How do you connect with the City of Ventura for news and events?

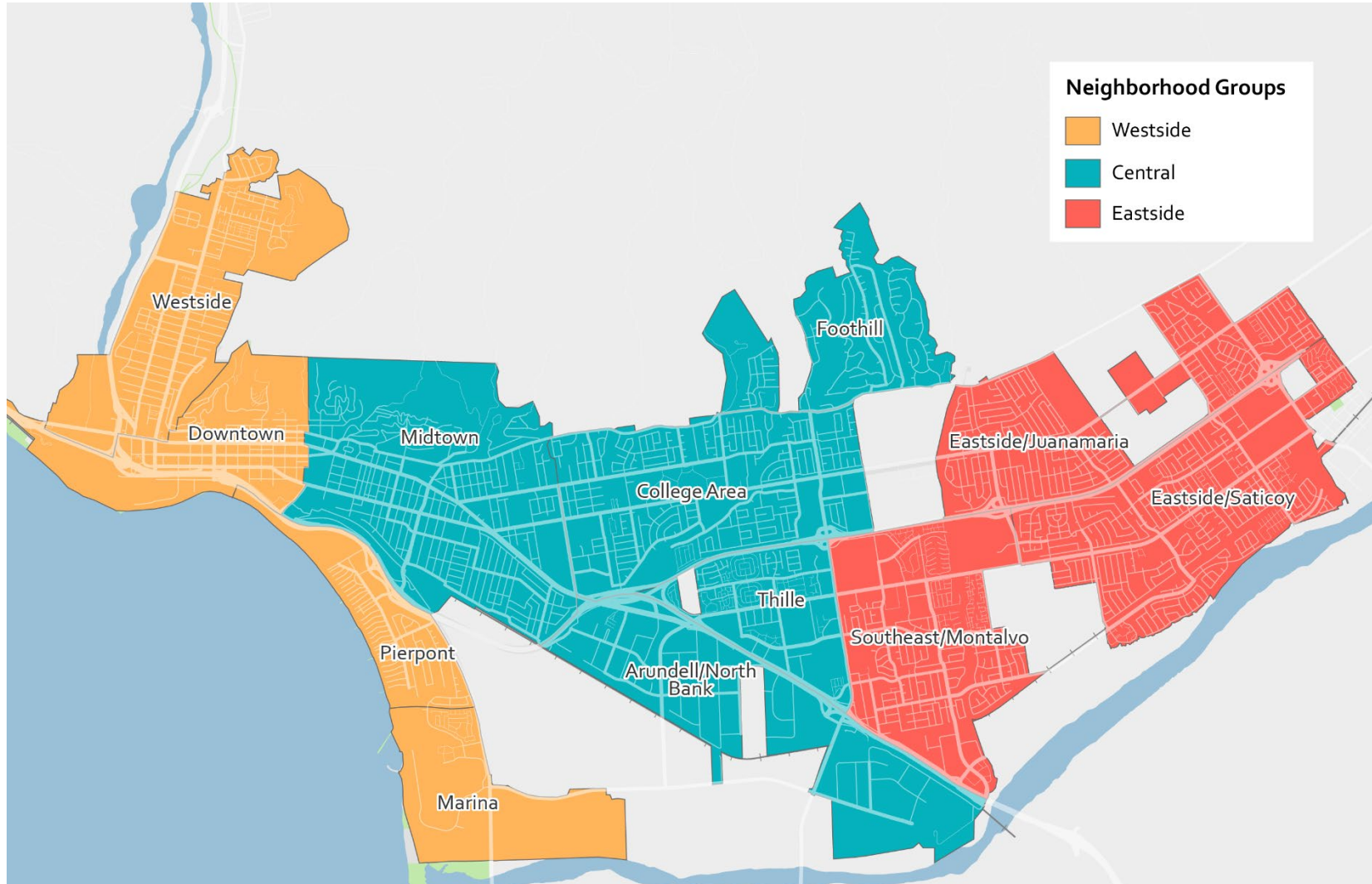


Totals are greater than 100% because respondents could choose more than one option.



Analysis Methods

Neighborhood Groups



- Neighborhoods are grouped for analysis to understand whether respondents who live in different parts of Ventura answered questions differently.
 - **West side:** Westside, Downtown, Pierpoint, Marina
 - **Central:** Midtown, College Area, Arundell/North Bank, Thille, Foothills
 - **Eastside:** Southeast/Montalvo, Juanamaria, Saticoy

Demographics

- We summarized answers to the race/ethnicity question into two categories to help understand how the Ventura ATP can advance equitable access to active transportation:
 - White alone: people who chose white as their only race/ethnicity (759 people)
 - People of color: people who chose Asian, Black, Native American/Indigenous, Pacific Islander, and/or Hispanic/Latino (209 people)

Walk and bike purpose aggregation

- Each respondent's reasons for walking are categorized by whether they walk for *utilitarian* or *social/recreational* purposes, or both

Original category	Aggregated category
Fitness/recreation	Social/recreational
Social activity	Social/recreational
Errands	Utilitarian
Getting to work	Utilitarian
Going to School (or taking kids)	Utilitarian
Walking the dog	Social/recreational
Going to the beach	Social/recreational

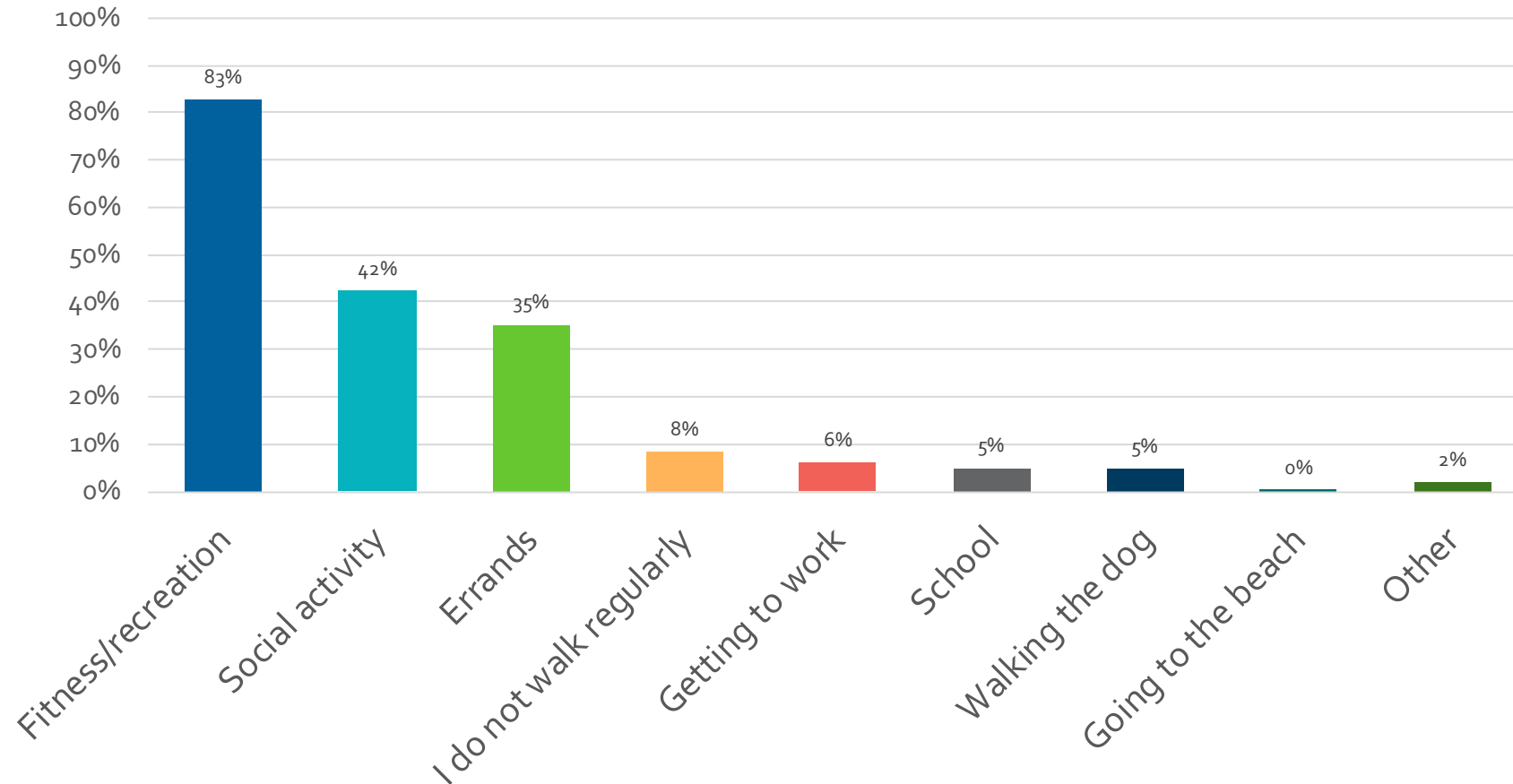


Walking

Why do you walk?

Most people walk for fitness or recreation, followed by social activities and errands.

Do you regularly (once a week or more) walk for any of the following reasons? Check all that apply.



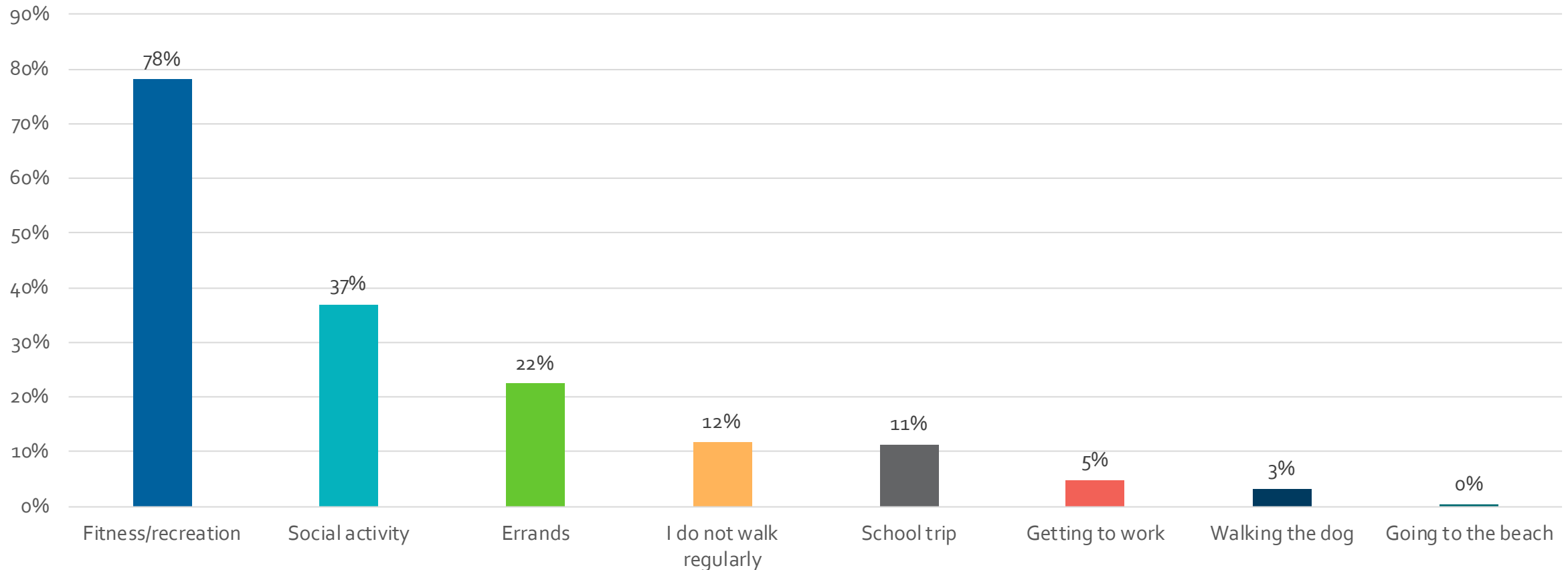
Total is greater than 100% because respondents could choose more than one option. "Other" responses were classified and three new categories were added (going or taking kids to school, walking the dog, and going to the beach).

Why do you walk?

SCHOOL OUTREACH

Compared to citywide, people in the school sample walk less for errands and more for school trips

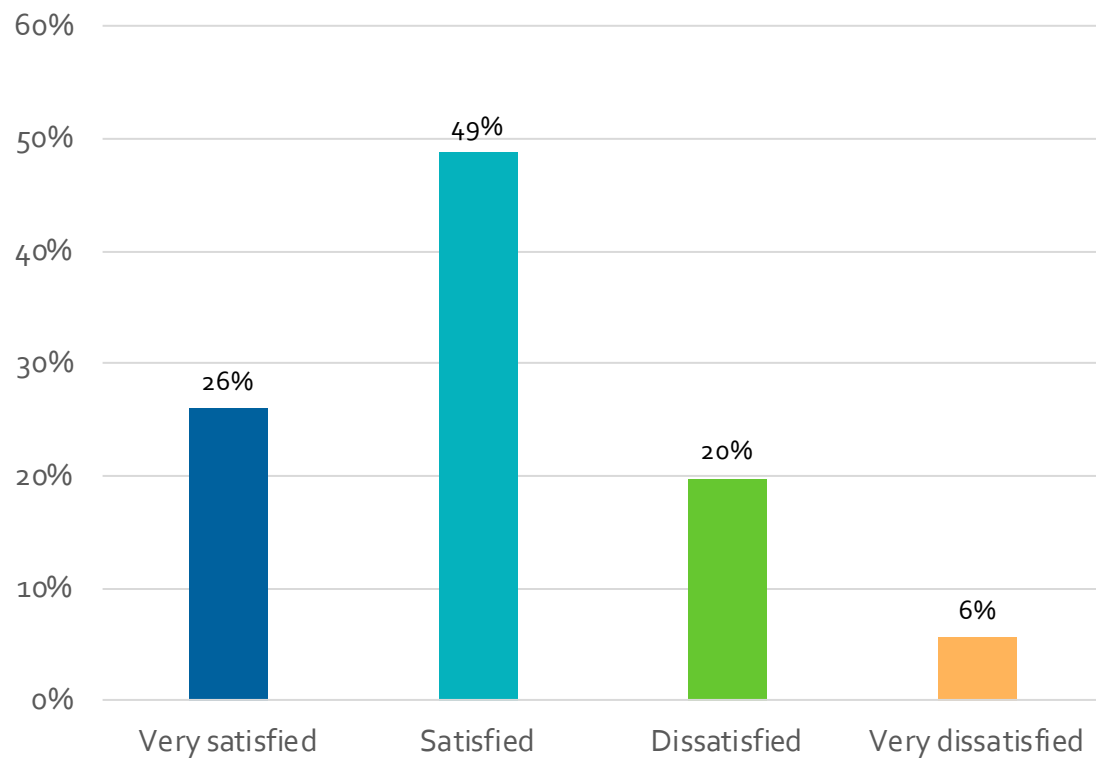
Do you regularly (once a week or more) walk for any of the following reasons? Check all that apply.



How satisfied are you with the walking environment?

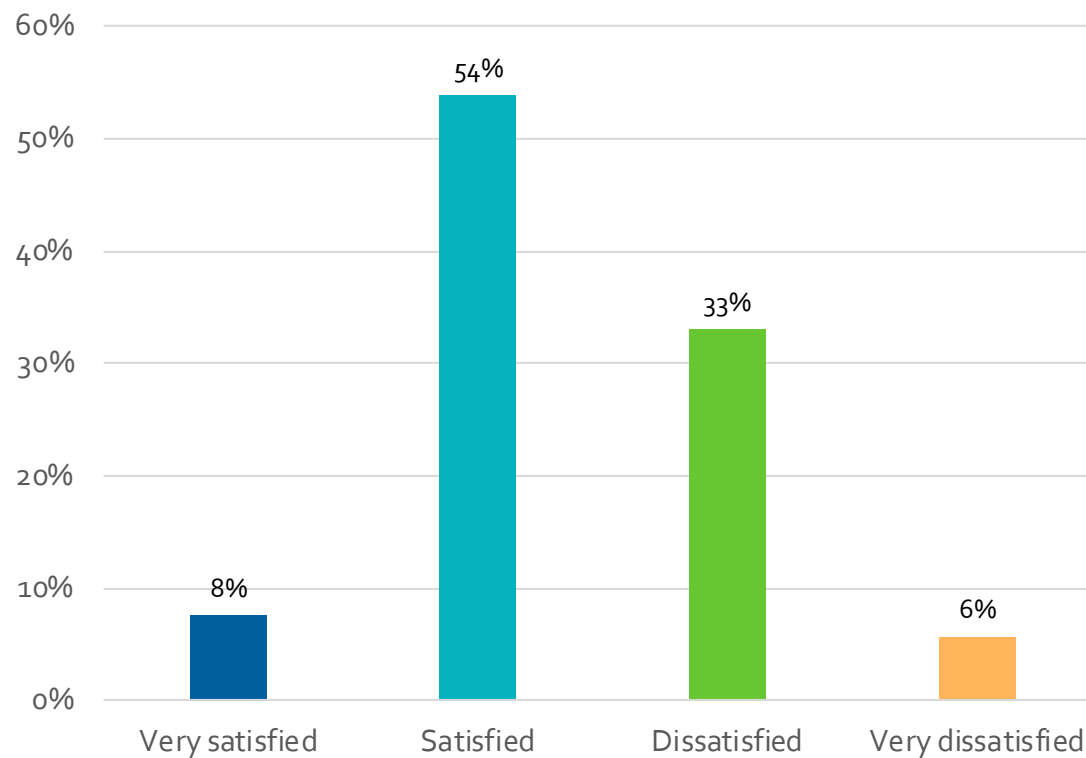
IN YOUR NEIGHBORHOOD AND IN THE CITY

In your NEIGHBORHOOD?



Most respondents are satisfied with Ventura's walking environment, especially in their own neighborhood.

In the CITY?



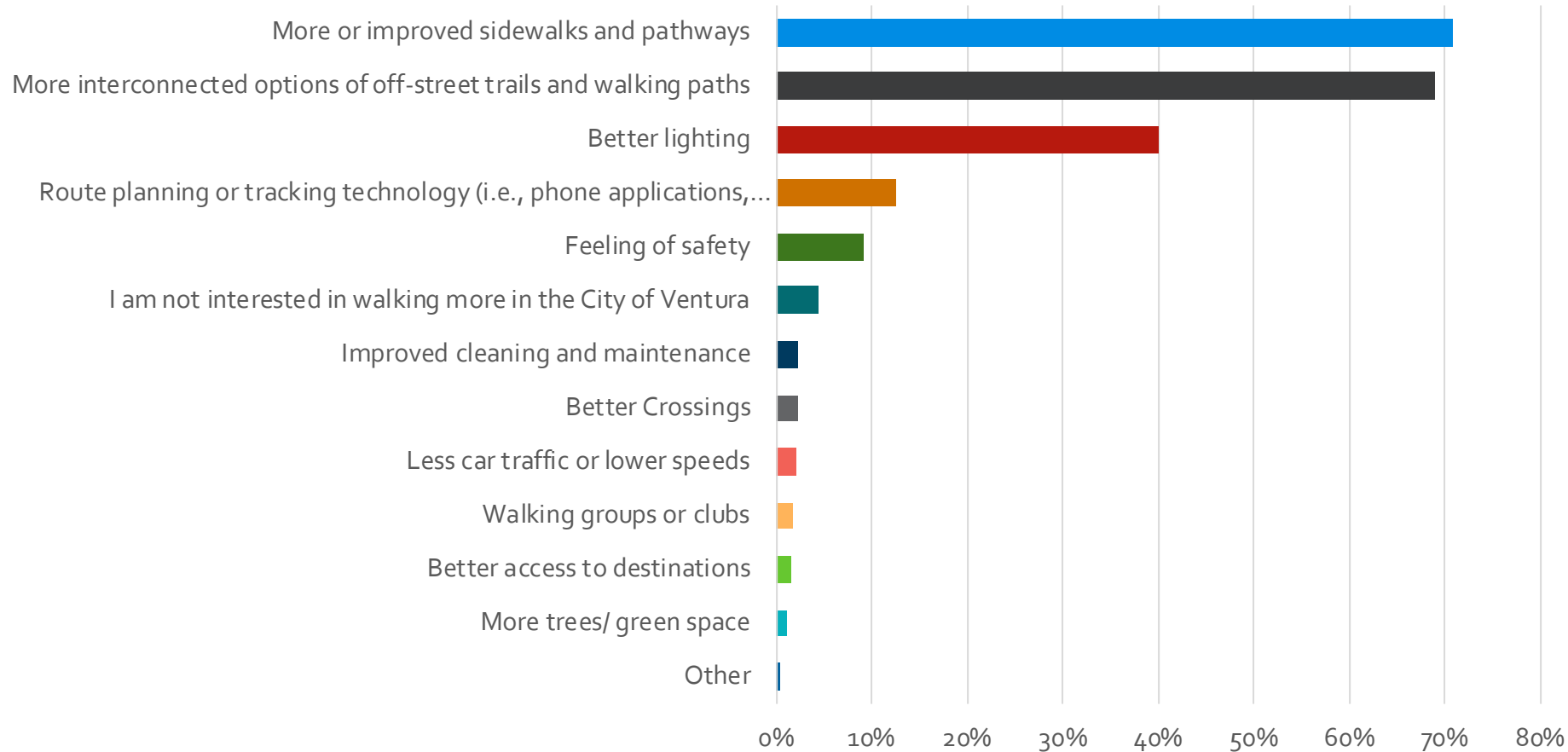
Walk satisfaction in your neighborhood

- **We compared responses to this question based on ethnicity, gender, and typical walking trip purpose (see appendix for more details)**
- People who walk primarily for utilitarian purposes are less likely to be satisfied with the walking environment in their neighborhood than people who walk for social/recreational purposes
- People of color and people who don't identify as male are also less likely to be satisfied, although the difference is less pronounced

Walk satisfaction in the city

- **We compared responses to this question based on ethnicity, gender, typical walking trip purpose, and neighborhood of residence (see appendix for more details)**
- People of color and people who don't identify as male are less likely to be satisfied with the walking environment in the city
- People who live on the west side are the most satisfied with the City's walking environment, with people who live in central Ventura being the least satisfied

What would encourage you to walk more in the city of Ventura?



New categories were added based on “other” responses:

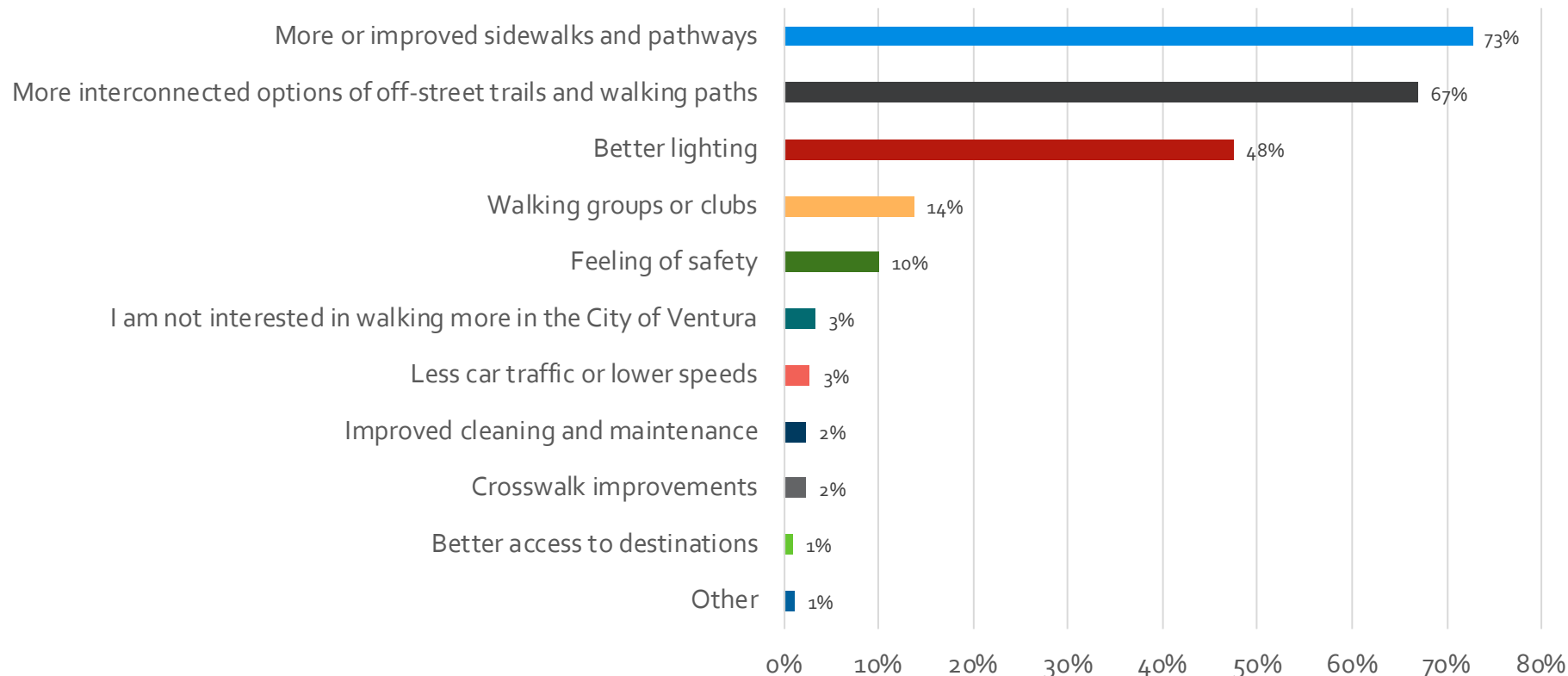
- Feeling of safety
- Improved cleaning and maintenance
- Better crossings
- Less car traffic or lower speeds
- Better access to destinations
- More trees/green space

Total is greater than 100% because respondents could choose more than one option

What would encourage you to walk more?

SCHOOL OUTREACH

What would encourage you to walk more?



Other category includes:

- Transit access improvements
- More trees/green space
- ADA/senior accessibility
- Respondents who did not specify

Total is greater than 100% because respondents could choose more than one option

What would encourage you to walk more?

- **We compared responses to this question based on ethnicity, gender, typical walking trip purpose, and neighborhood of residence (see appendix for more details)**
 - The top three things that would motivate people to walk more are the same across demographics, neighborhoods, and trip purposes: more connected off-street trails and walking paths, more or improved sidewalks, and better lighting.
 - Many people described a feeling of safety as important in their open-ended “other” response. This was most common among people who did not identify as male and people who walk for utilitarian purposes
 - People of color, people who walk for utilitarian purposes, and people who live on the east side are more likely to say that better lighting would encourage them to walk more
 - People who walk for utilitarian purposes are less likely to want off-street paths

Places that are comfortable for walking



Note: Some respondents drew lines to circle an entire area or indicate a “desire line” rather than follow a specific street or path. Pixelization of points and lines is result of kernel density analysis visualization.

Density of lines, points, and “likes”

Low High

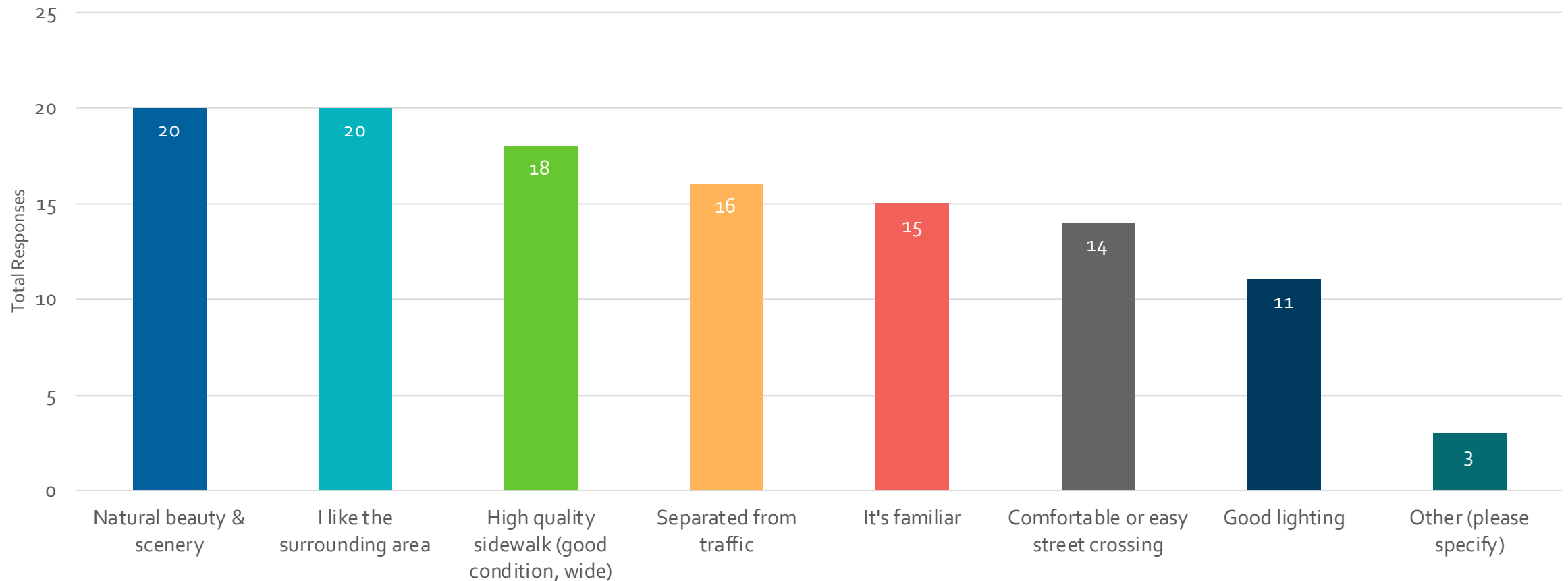


*Respondents could “like” features that were drawn by other people. The density level shown on the map is a combination of the number of features that were drawn in a location and the number of “likes” those features received.

What makes this location comfortable for walking?

Most respondents felt comfortable walking because of the natural environment, quality of the sidewalk network, and separation from vehicle traffic.

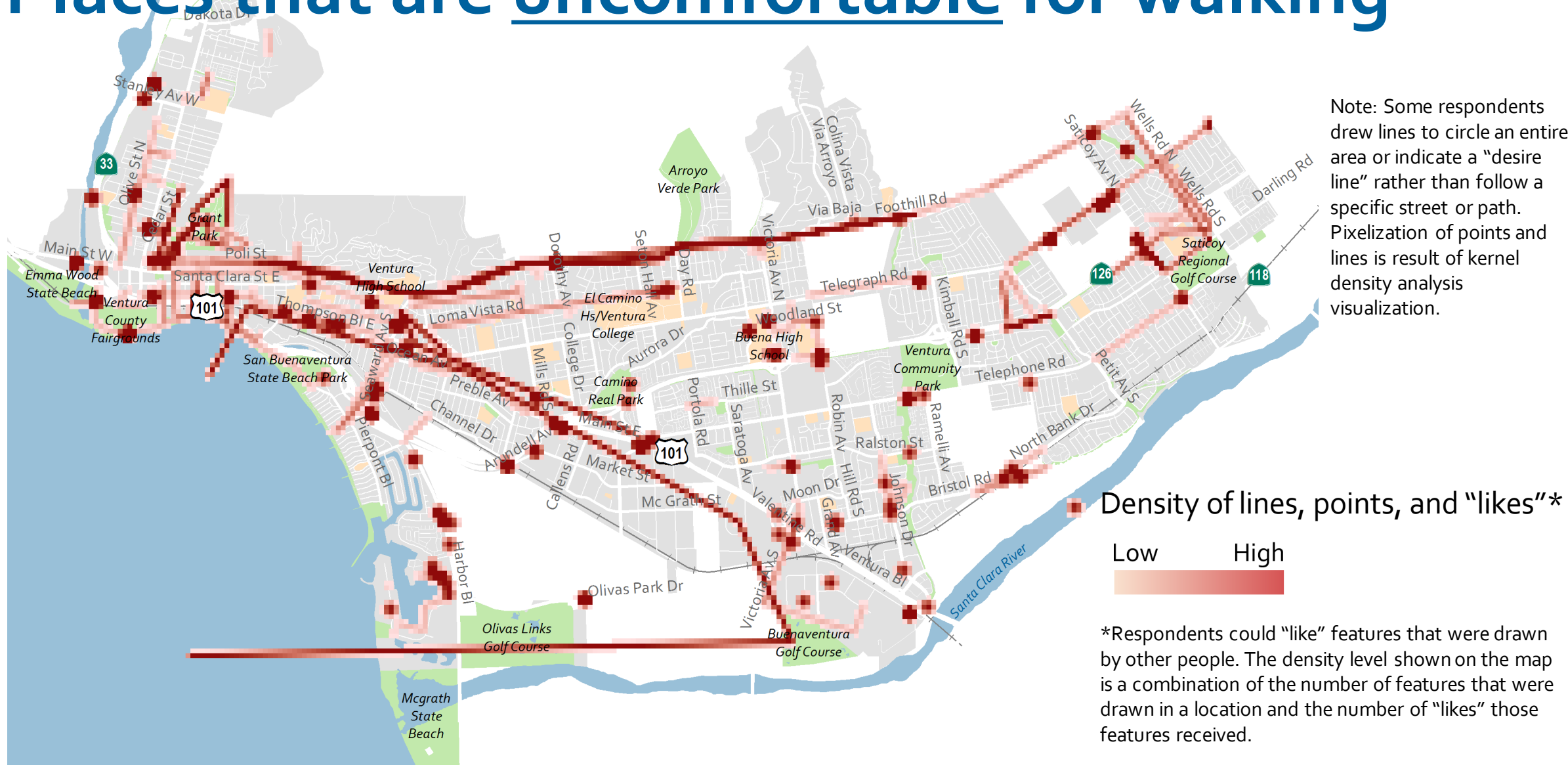
What makes this location comfortable for walking? Check all that apply



Places that are comfortable for walking

- Respondents said that places with natural beauty, scenery, and an appealing surrounding area are comfortable for walking
- This includes areas along the shoreline and in downtown
- In central Ventura respondents were more likely to note that separation from traffic makes walking more comfortable
- Comfortable or easy crossings were mentioned more often on the west side

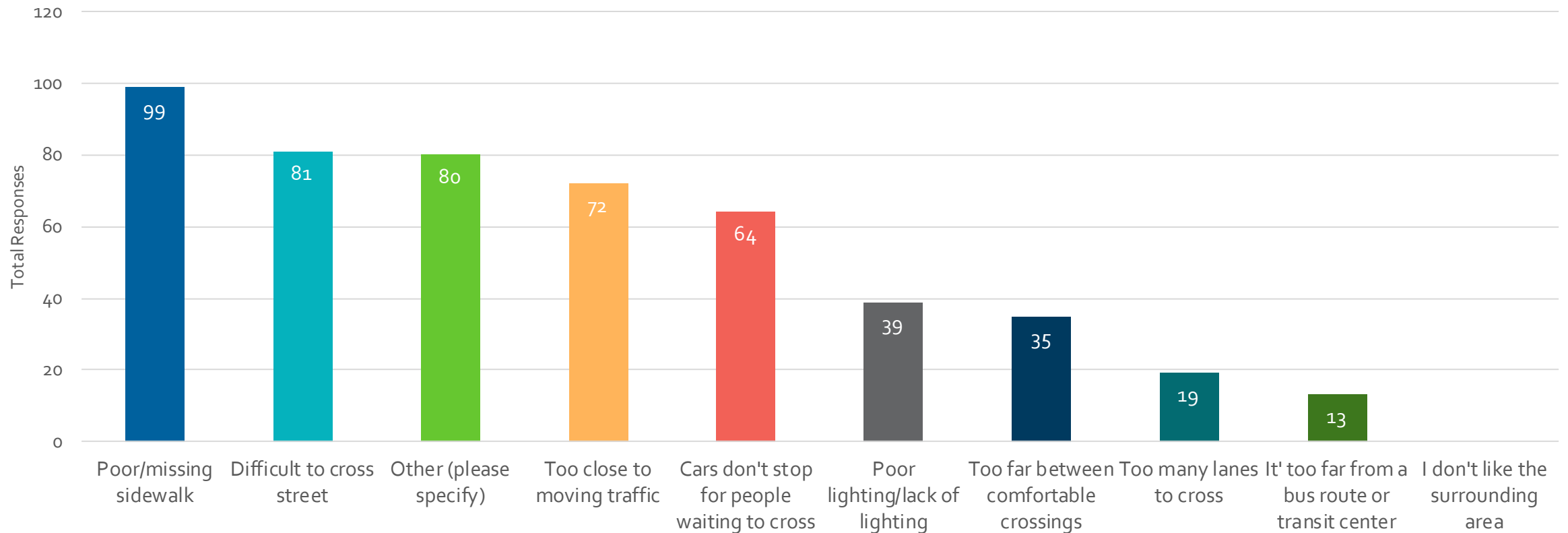
Places that are uncomfortable for walking



What makes this location uncomfortable for walking?

Most respondents felt uncomfortable walking because of inadequate sidewalk, difficult crossings, proximity to vehicle traffic, and a lack of vehicles yielding for pedestrians.

What makes this location uncomfortable for walking? Check all that apply



Places that are uncomfortable for walking

- Places that are uncomfortable for walking include major arterials and places that are difficult to cross
- “Other” responses include:
 - Narrow or inadequate sidewalk
 - Dangerous intersection
 - High-speed traffic
- In central Ventura, there were more locations where crossings were described as too far apart

What did people say about walking in Ventura?

A SELECTION OF QUOTES FROM RESPONDENTS

- It's not fair to live in the neighborhood your kids go to school in, but not be able to walk or bike ride.
- With increasing hot days we are in desperate need of shade on walking paths.
- We live off the Avenue, and walk daily in our neighborhood. The streets are dirty and covered with trash.
- I would like to see safer walking passages along or near bigger streets and better access to the beach. For example: along Seaward under the railroad bridge, would be nice to have a barrier between sidewalk and cars or a better pedestrian/bike access over the railroad tracks.

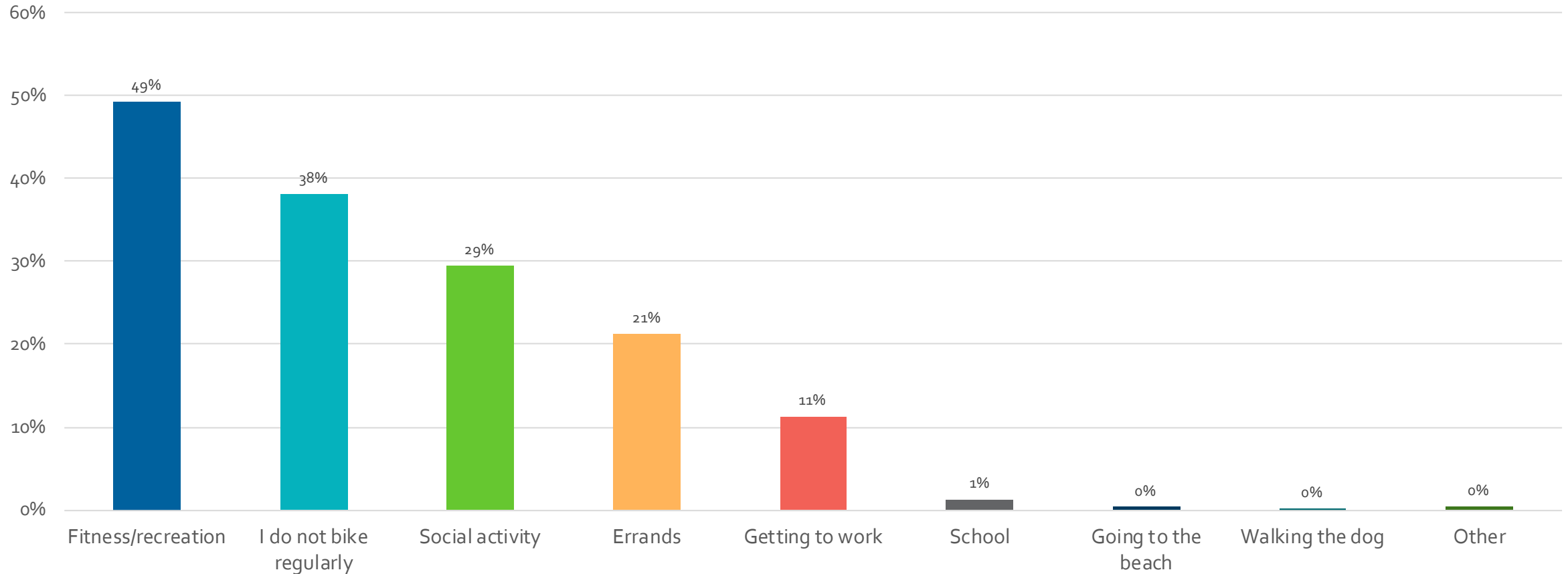


Biking

Why do you bike?

Similar to walking, most people bike for fitness or recreation, followed by social activities and errands.

Do you regularly (once a week or more) bike for any of the following reasons?



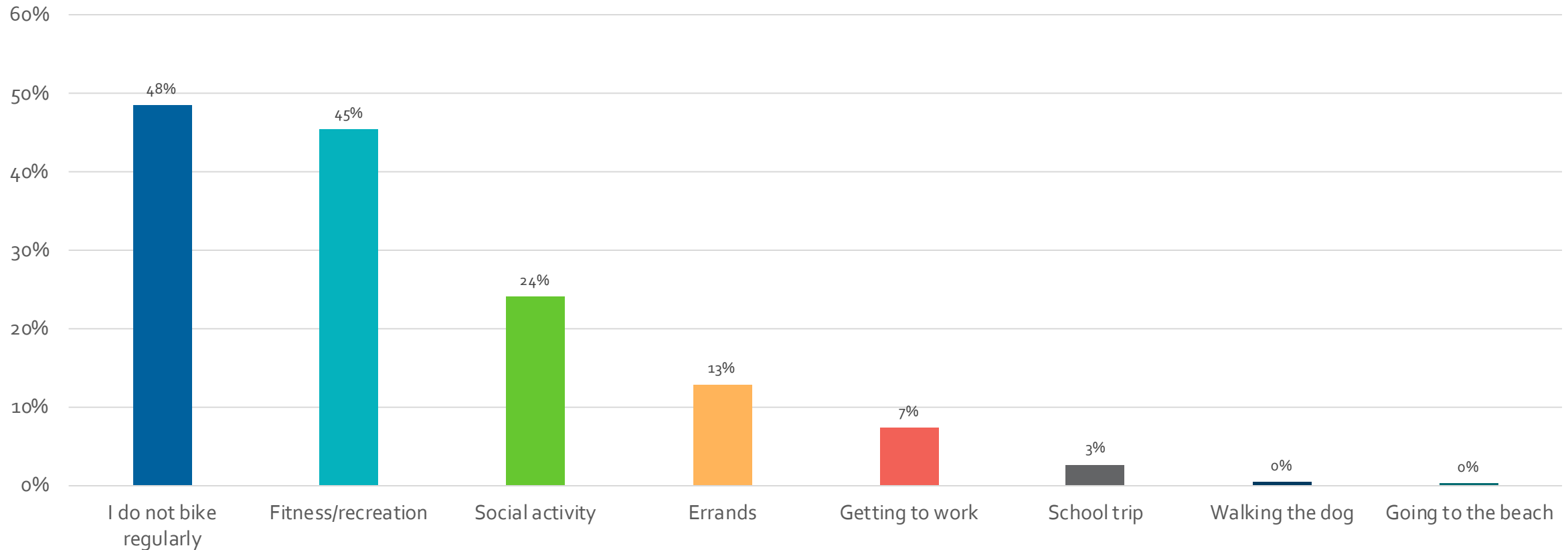
Total is greater than 100% because respondents could choose more than one reason

Compared to citywide, fewer people in the school sample bike regularly

Why do you bike?

SCHOOL OUTREACH

Do you regularly (once a week or more) bike for any of the following reasons?



Interest in bicycling

- The survey asked people to describe their interest in bicycling by choosing one of four categories



Fearless bicyclists feel comfortable riding on streets with or without dedicated bikeways



Confident bicyclists feel comfortable riding in traffic when they need to, but prefer dedicated bikeways



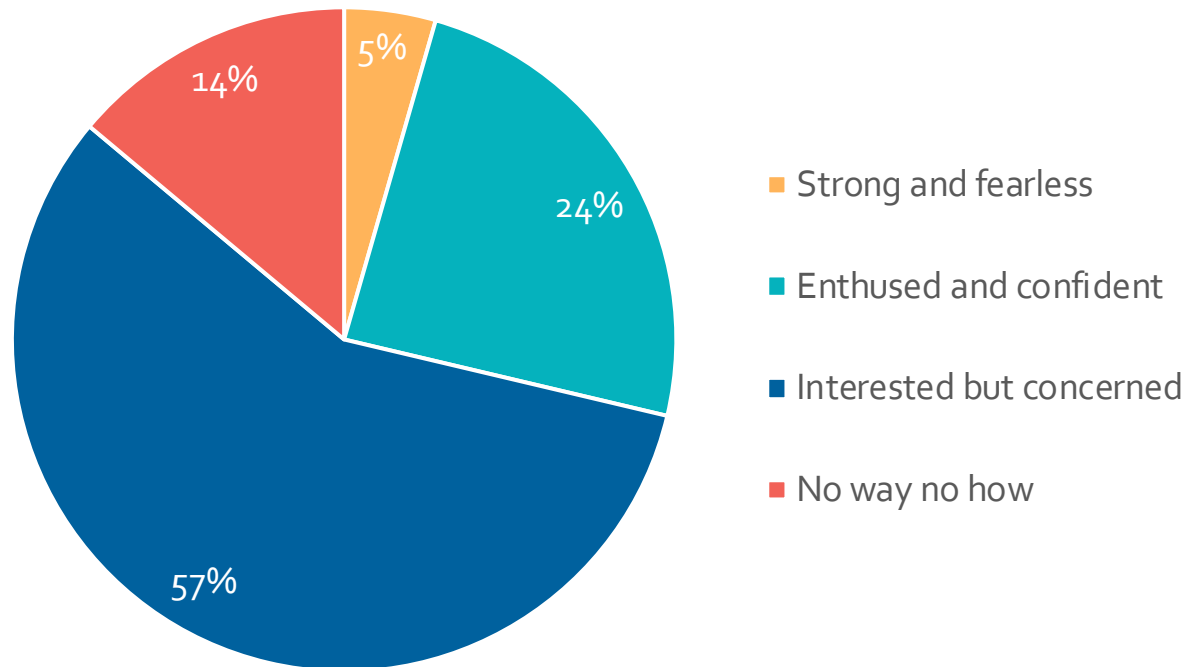
Concerned bicyclists prefer complete separation from motor vehicle traffic, or routes with very low traffic volumes and speeds



This segment of the population is never going to ride a bike

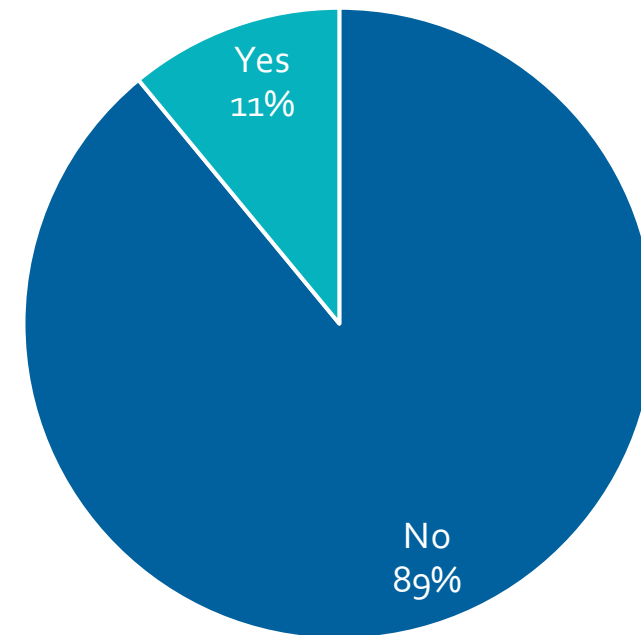
Interest in bicycling

Describe your interest in bicycling



Most respondents are interested but concerned. About 1 in 6 respondents have no interest.

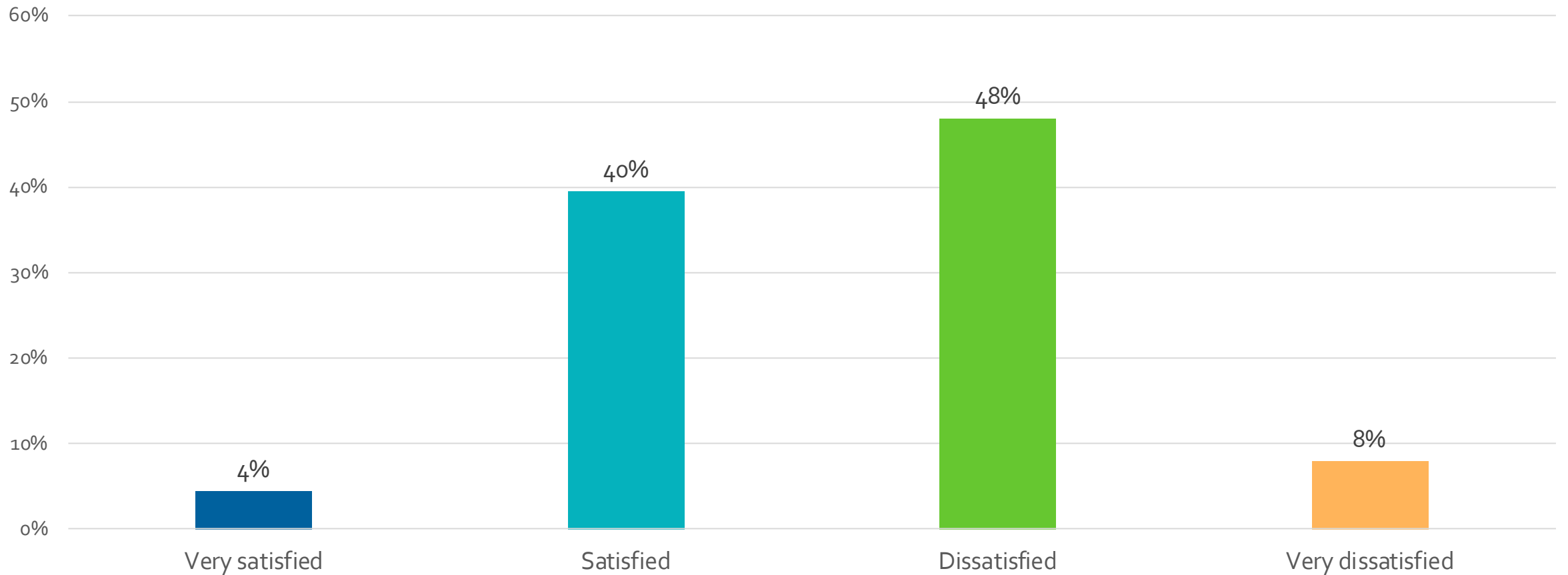
Have you participated in a bicycle education class or are you a member of a bicycle club?



How satisfied are you with the biking environment?

Respondents are less satisfied with Ventura's biking environment compared to walking.

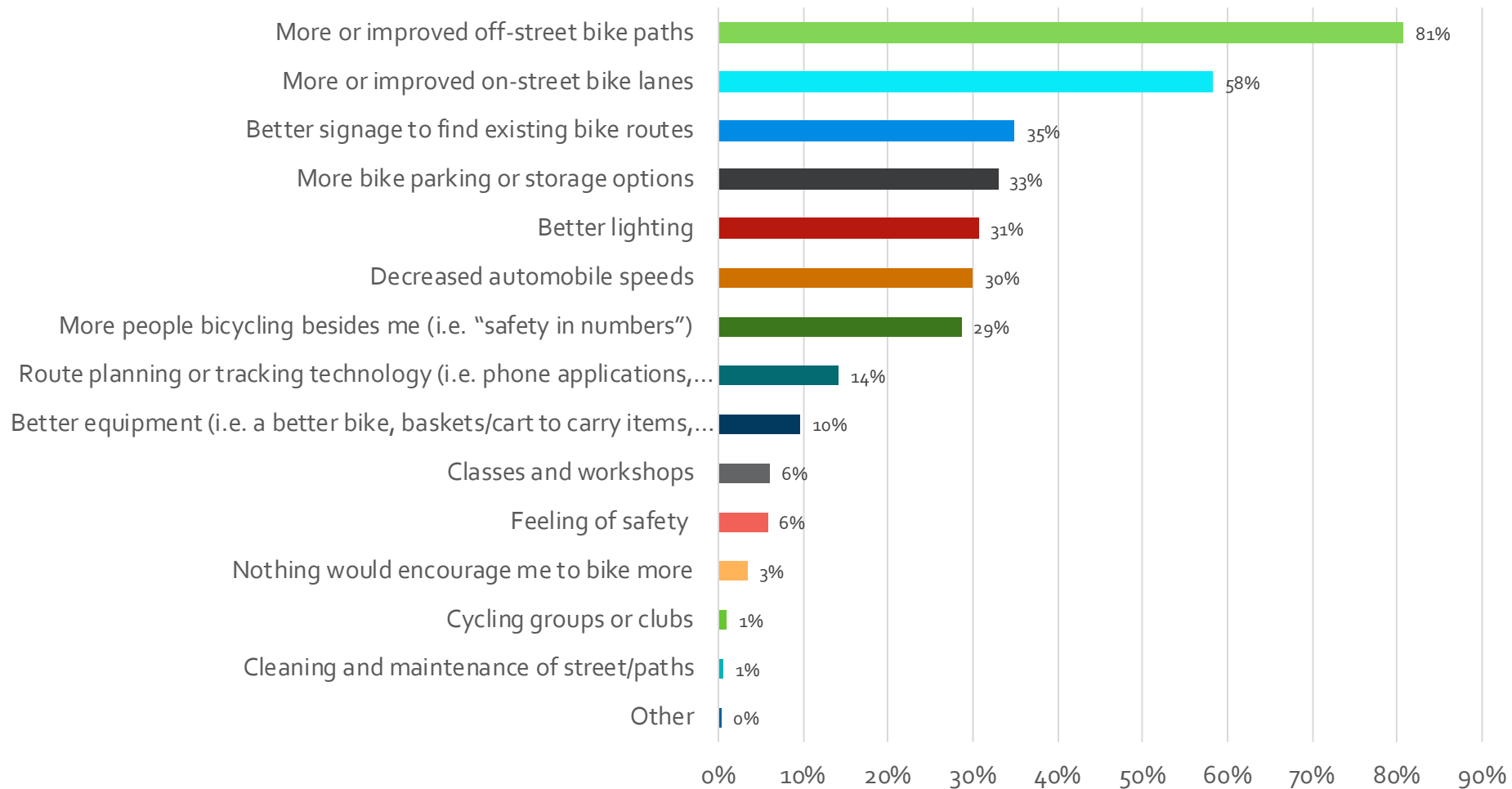
How satisfied are you with the City of Ventura's biking environment?



Bike satisfaction in the city

- **We compared responses to this question based on interest in bicycling, ethnicity, gender, typical biking trip purpose, and neighborhood of residence (see appendix for more details)**
- People who described themselves as “interested but concerned” in bicycling are far less likely to be satisfied with the biking environment in Ventura, with over 70% saying they are dissatisfied, compared to less than 40% of all other groups
- People who identified as white alone or as female are less satisfied than other demographic groups
- Residents of central Ventura are less satisfied than people who live on the east or west sides

What would encourage you to bike more?



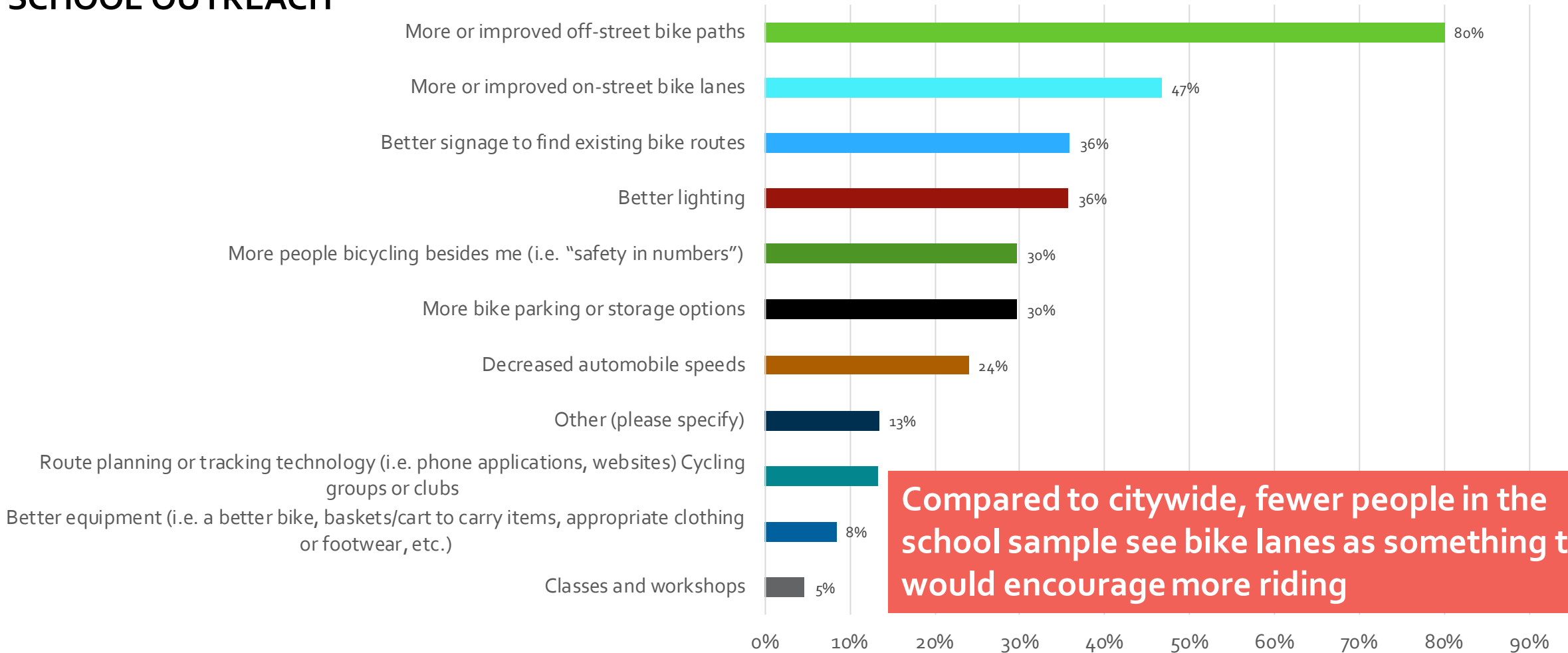
New categories added based on "other" responses:

- Feeling of safety
- Nothing would encourage me to bike more
- Cleaning and maintenance

Total is greater than 100% because respondents could choose more than one option

What would encourage you to bike more?

SCHOOL OUTREACH



Total is greater than 100% because respondents could choose more than one option

What would encourage you to bike more?

- **We compared responses to this question based on interest in bicycling, ethnicity, gender, typical biking trip purpose, and neighborhood of residence (see appendix for more details)**
- The top three things that would encourage people to bike more are the same across groups, except:
 - Men, more confident riders, and people who bike for utilitarian purposes rated bike parking more highly than better signage
 - People of color rated better lighting more highly
- People who live in central Ventura are more likely to say that more people bicycling and decreased automobile speeds would encourage them to bike more
- People on the east side rated better lighting more highly

Places that are comfortable for biking



Note: Some respondents drew lines to circle an entire area or indicate a “desire line” rather than follow a specific street or path. Pixelization of points and lines is result of kernel density analysis visualization.

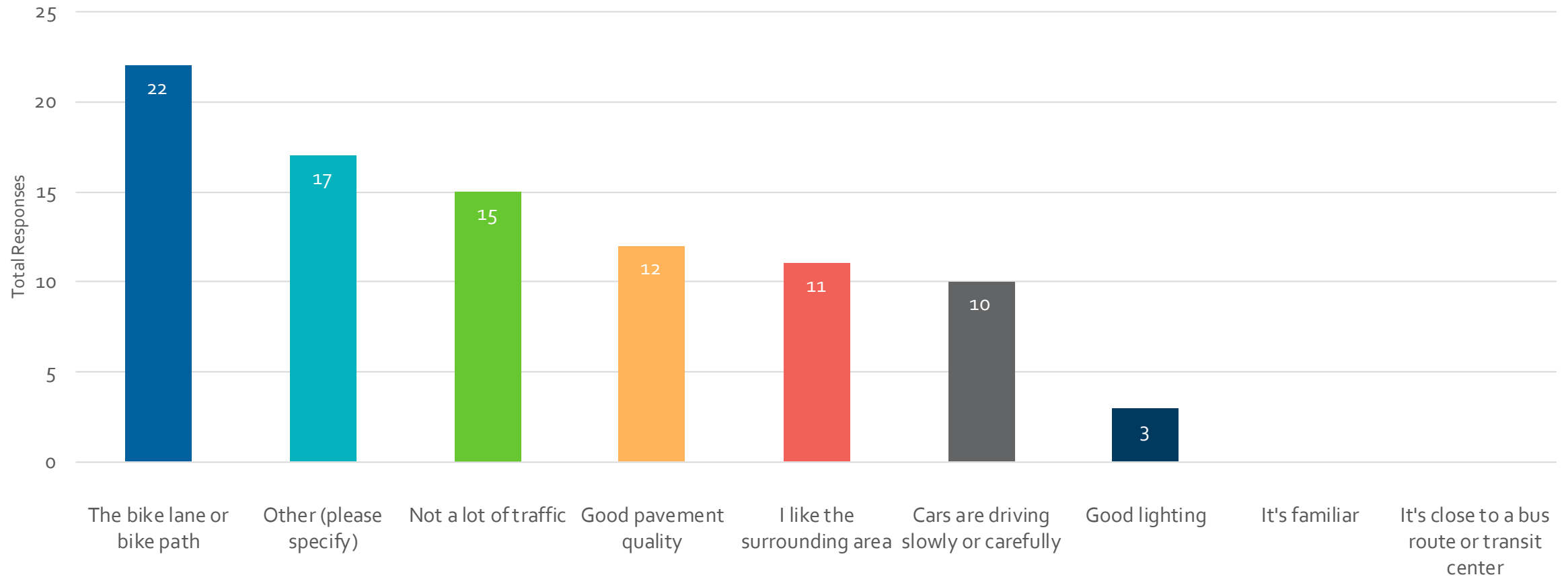
Density of lines, points, and “likes”*

Low High

*Respondents could “like” features that were drawn by other people. The density level shown on the map is a combination of the number of features that were drawn in a location and the number of “likes” those features received.

What makes this location comfortable for biking?

What makes this location comfortable for biking? Check all that apply.



Places that are comfortable for biking

- Respondents said that places with a bike lane or path are comfortable for biking
- “Other” responses typically re-iterate that high-quality lanes and paths make for comfortable biking, and some suggest making more streets car-free
- Respondents cited slower car traffic more often on the west side and in central Ventura, while on the east side low traffic volumes were mentioned more

Places that are uncomfortable for biking



Note: Some respondents drew lines to circle an entire area or indicate a “desire line” rather than follow a specific street or path. Pixelization of points and lines is result of kernel density analysis visualization.

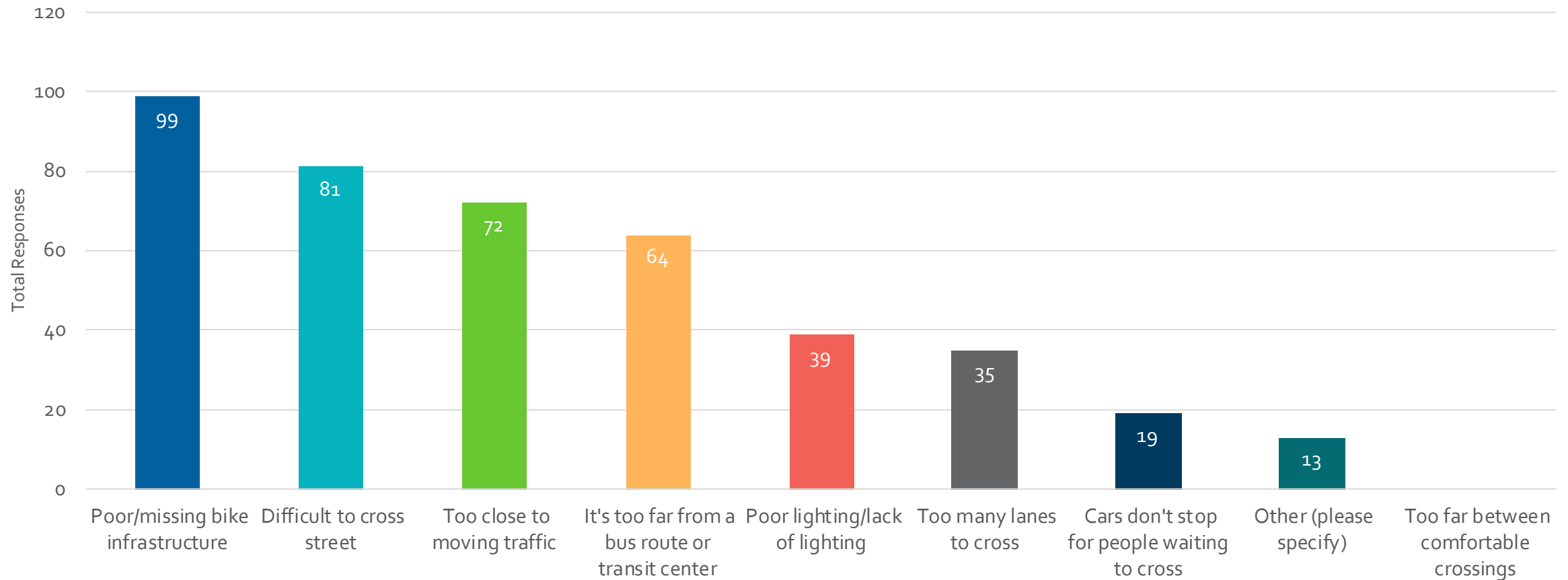
Density of lines, points, and “likes”*



*Respondents could “like” features that were drawn by other people. The density level shown on the map is a combination of the number of features that were drawn in a location and the number of “likes” those features received.

What makes this location uncomfortable for biking?

What makes this location uncomfortable for biking? Check all that apply



Places that are uncomfortable for biking

- Places that are uncomfortable for biking including major arterials, particularly Poli/Foothills, Telegraph, and Telephone
- A lack of bike facilities, difficult crossings, and lack of separation from moving traffic are the most common reasons cited
- This is consistent across the east side, central Ventura and the west side

What did people say about biking in Ventura?

A SELECTION OF QUOTES FROM RESPONDENTS

- I LOVE the bike paths we have already- need to make more of these, and make the current ones safer
- Keep bikers and walkers separated
- Bike theft is rampant in Ventura and just about everyone I know has had one or more bikes stolen
- More paths that have an interesting destination such as the beach or downtown (especially from East End)
- I've nearly gotten hit several times while in a bike lane! Need more/better driver ed to share the road!
- Ventura has such an opportunity to create a walkable/bikeable city that's enjoyable for everyone. VTA's current bike infrastructure introduces too much conflict with drivers because bike lanes end randomly, or are not adequately protected against traffic.
- We don't need more bike lanes that remove traffic lanes

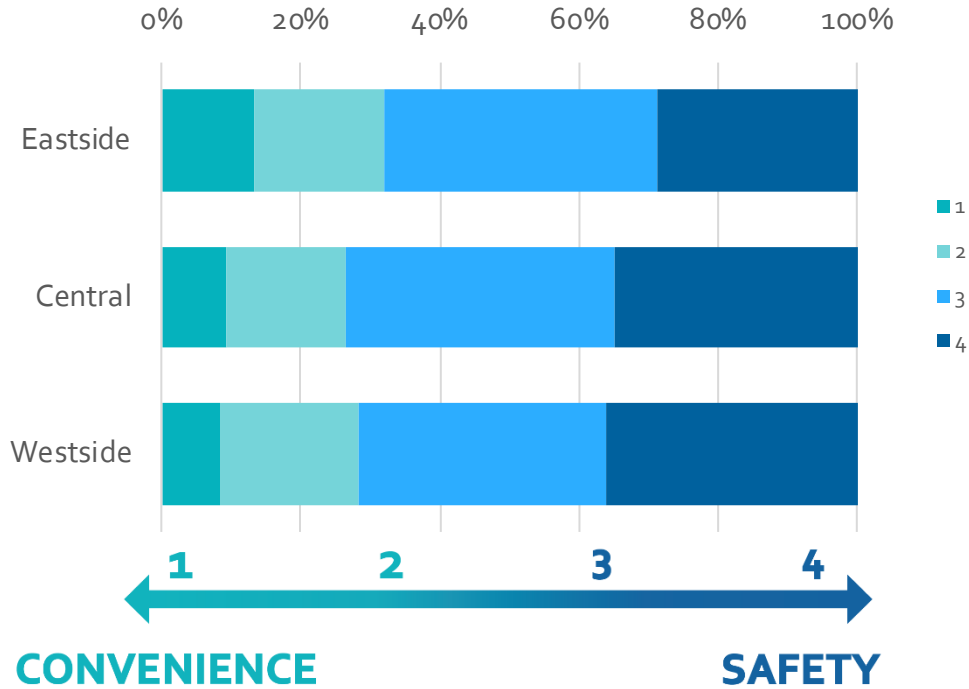


Investing in the Future

How should the city of Ventura invest in its transportation future?

- We asked respondents to indicate their priorities for investments in Ventura's transportation future, considering the following tradeoffs:
 - **Convenience** vs. **Safety**
 - **Place** vs. **Flow**
 - **Current residents** vs. **Future residents**
 - **Acquire right-of-way** vs. **Make trade-offs**
 - **Access** vs. **Demand**
 - **Maintain Existing** vs. **Building new**
 - **Curb lanes for street parking** vs. **Curb lane for protected bikeways**
 - **Regional investments** vs. **Local investments**

Convenience vs Safety

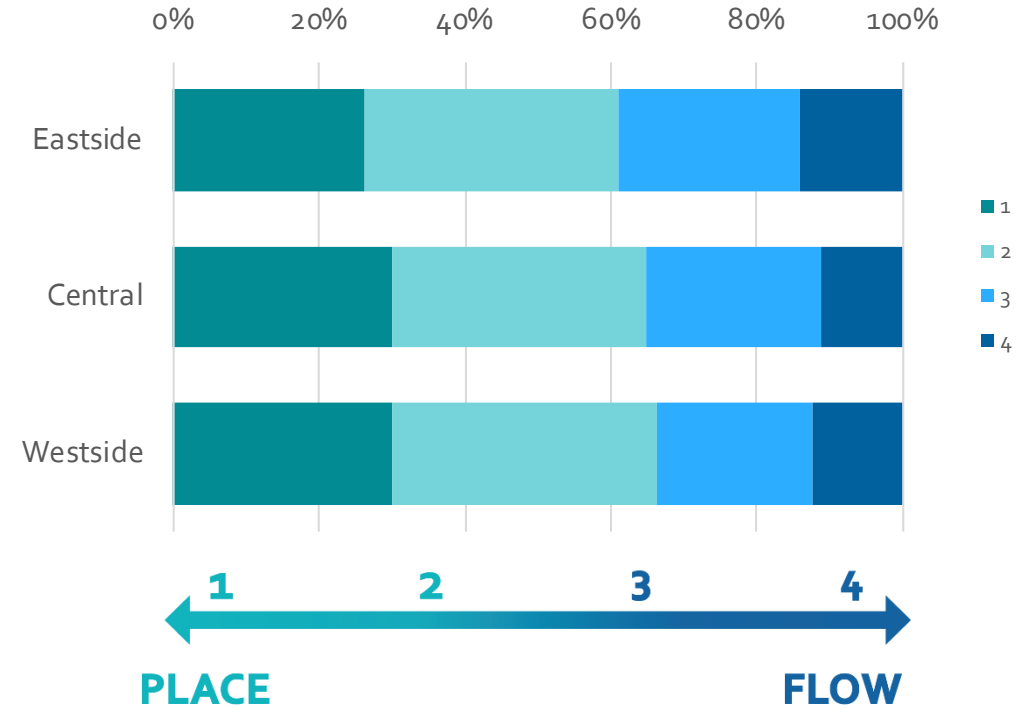


CONVENIENCE
We need to move travelers (commuters) quickly to keep travel in Ventura efficient.

SAFETY
Slower vehicle speeds and dedicated spaces for travelers (all modes) are needed to improve safety.

Convenience means you can get to where you need to go faster, but that might come at the price of keeping fellow travelers (all modes) safe. The faster we move by any mode, the more risk there is for our most vulnerable residents.

Place vs Flow

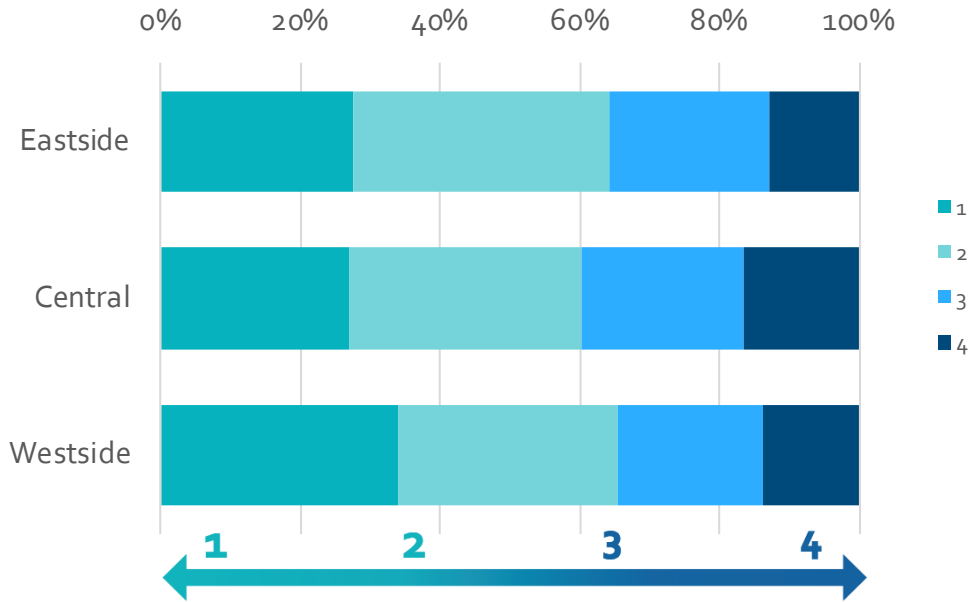


PLACE
We need sidewalks and streets with places to stop and linger.

FLOW
We need to focus on moving people and keep amenities on private property.

Streets and sidewalks with amenities and places to sit and rest help to create a welcoming community. But they can also interfere with the movement of services, goods, and people, including those using wheelchairs or other devices.

Access vs Demand



ACCESS

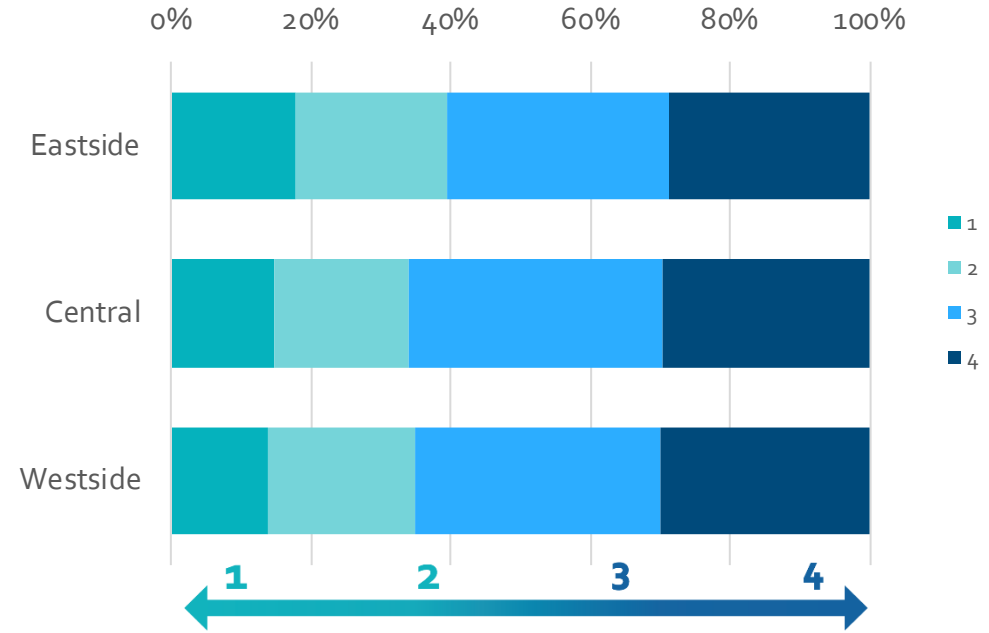
We need to improve facilities in neighborhoods that serve older adults, children, low-income, and transit-dependent households/residents.

DEMAND

We need to focus on placing facilities in areas with highest demand locations (e.g. retail districts, mall, transit center).

Demand modeling relies on where trips are being made today and doesn't necessarily reflect wanted trips for those who lack facilities to make short trips from their homes.

Current Residents vs Future Residents



CURRENT RESIDENTS

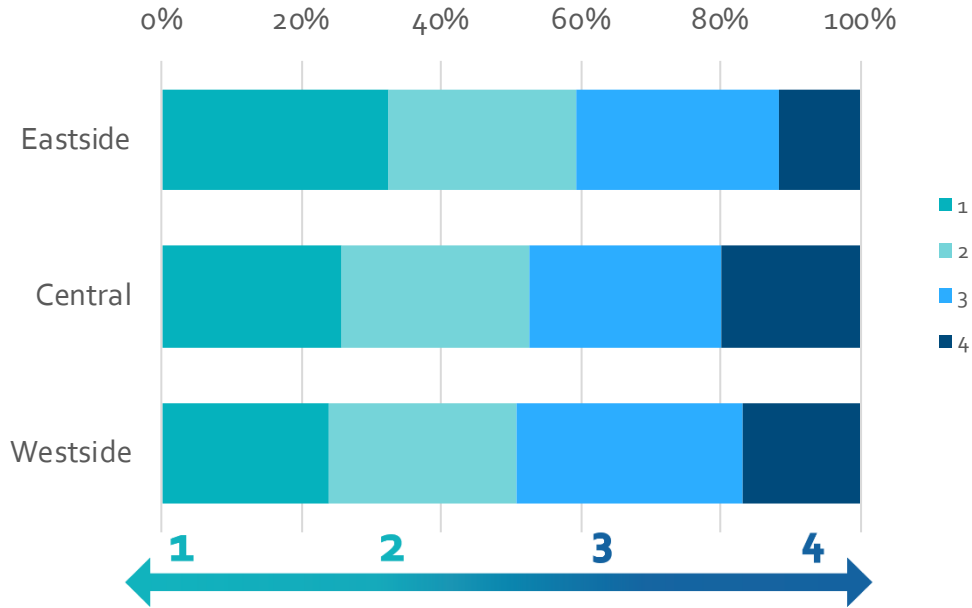
We need to help people get around today and worry less about the future.

FUTURE RESIDENTS

We need to plan for future generations, including housing types and locations that support sustainable transportation.

Prioritizing our current residents means reacting to needs based on Ventura's current housing mix and travel patterns. If we focus on future residents, we will anticipate new housing types and travel patterns, which could be a significant change from the status quo.

Maintaining Existing vs Building New



MAINTAIN EXISTING

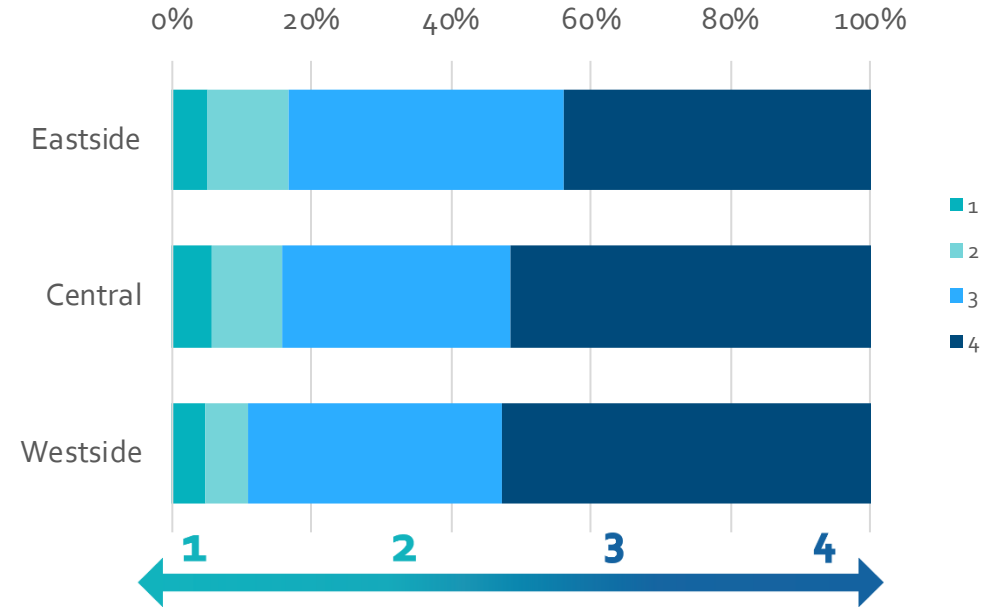
We need to focus on maintaining our existing systems and bringing our infrastructure to a state of good repair.

BUILDING NEW

We need new projects and programs to supplement what we already have and expand our networks.

If we wait too long to maintain our existing infrastructure, it will fail. Deferred maintenance is a bit like only paying the minimum balance on your credit card each month. If we build new infrastructure, we'll add to our maintenance needs but have facilities to support our changing travel patterns.

Regional Investments vs Local Investments



REGIONAL INVESTMENTS

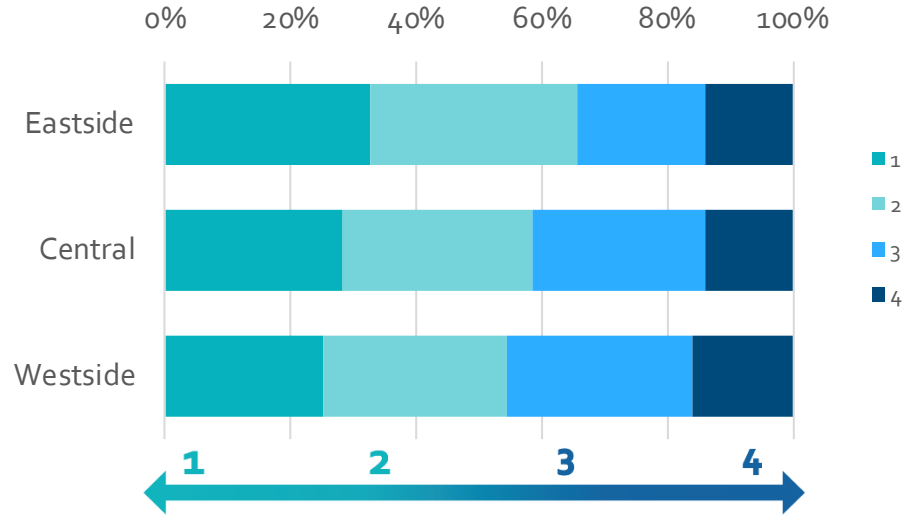
We should prioritize the needs of the region to keep people moving to and from Ventura.

LOCAL INVESTMENTS

We should prioritize the needs of local residents and businesses to increase sustainable travel in Ventura.

Choosing regional investments means more focus on the corridors that carry people into, through, and out of Ventura. This could mean less focus on investments that make it easier to get around our neighborhoods.

Acquire Right-of-way vs Make Trade-offs



AQUIRE RIGHT-OF-WAY

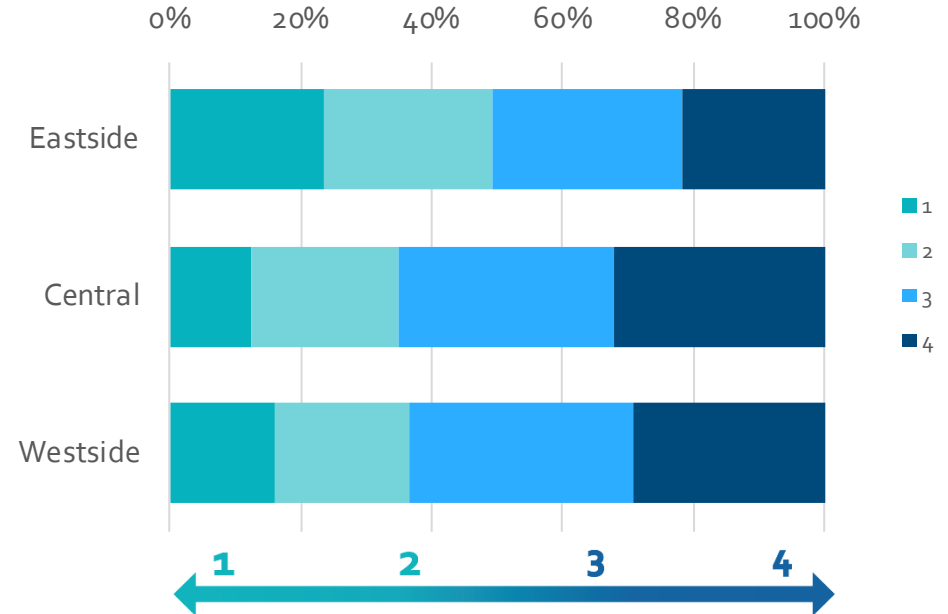
We should acquire more space to provide comfortable walking and bicycling facilities to maintain current vehicle levels of service.

MAKE TRADE-OFFS

We should use our existing street space, accepting there could be more vehicle delay, lowered on-street parking availability, or claiming ROW if travel or curb lanes are allocated to walking, bicycling and transit facilities.

The way we allocate existing or create more street space achieves varying levels of service, convenience, and comfort for people driving, walking, and bicycling. The improvement or delay for one mode over another is a matter of cost to expand (existing right-of-way) or make tradeoffs within our existing space.

Curb Lanes For On Street Parking vs Curb Lanes for Protected Bikeways



CURB LANES FOR ON STREET PARKING

We should offer on-street parking for residents and businesses.

CURB LANE FOR PROTECTED BIKEWAYS

We should offer on-street bikeways to support residents and businesses.

We historically manage the curb lane as a place for vehicle travel, parking or loading. Actively choosing how the curb will be allocated considers the best use for all people in a community.

Takeaways and additional analysis results

- Results by neighborhood
 - Residents of the east side and from outside of Ventura tend to support regional investments more, while west side and central residents support local investments
 - Residents of the east side are evenly split between prioritizing curb lanes for parking and protected bikeways (overall, protected bikeways got more support)
- Results by gender
 - People who identified as non-conforming, non-binary, or other tend to choose flow over place, while female and male respondents choose place over flow
 - Men tend towards building new over maintaining existing; all other gender identities prefer to maintain existing

Takeaways and additional analysis results

- Results by race
 - People of color are more evenly split between prioritizing curb lanes for parking and protected bikeways than people who are white alone
- Results by trip purpose
 - People who walk and/or bike for both utilitarian and social/recreational reasons are slightly more likely to support building new facilities, while people who walk and/or bike only for utilitarian or only for social purposes support maintaining existing