

APPENDIX C



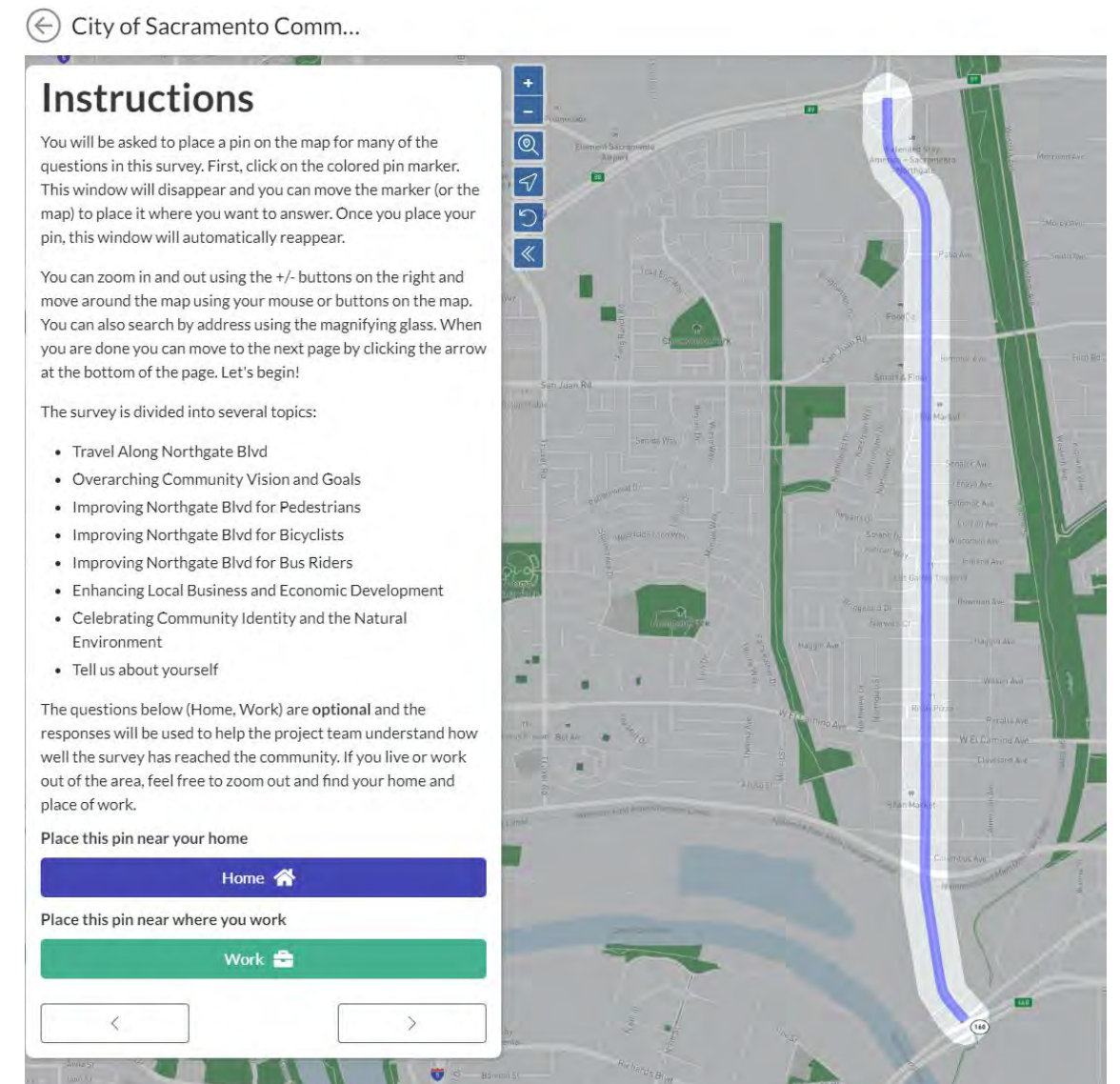
COMMUNITY SURVEY

SUMMARY AND ANALYSIS

SEP 18, 2021 TO NOV 15, 2021

SURVEY OVERVIEW

- Survey became available **on September 18, 2021** and closed on **November 15, 2021**.
- It was available in English and Spanish.
- The online version of the survey was created using **Maptionnaire**, which is a map-based survey tool used to facilitate simple and effective public participation.

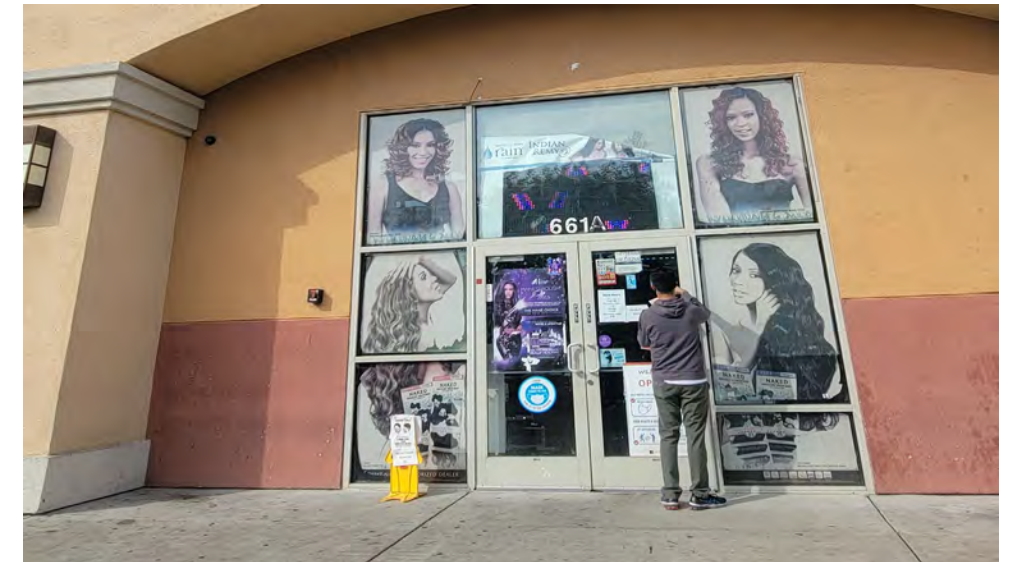


Clip shot of the online version of the survey

SURVEY OVERVIEW

The **online** and **paper** versions of the survey were distributed using the following methods:

- Shared on the project webpage
- Flyering and Business Cards
- Pop-Events
- Door-to-Door Canvassing
- Community Walk Audits
- Community Workshop



Outreach photos where the survey was distributed

OVERALL RESPONSE

- **Over 165 respondents**
 - 115 online survey submissions
 - 50 paper survey submissions
 - 2 responses in Spanish
 - Over 134 respondents completed the entire survey
- This analysis examines all the **responses** collected and summarizes key findings to present a clear vision on what the community wants to see for the future of Northgate Blvd.



Mapita Survey Hot-spot Analysis



DEMOGRAPHICS

AGE

The age of survey respondents ranged from under 18 – 65+ years old.
35 – 44-year-olds made up most of respondents.

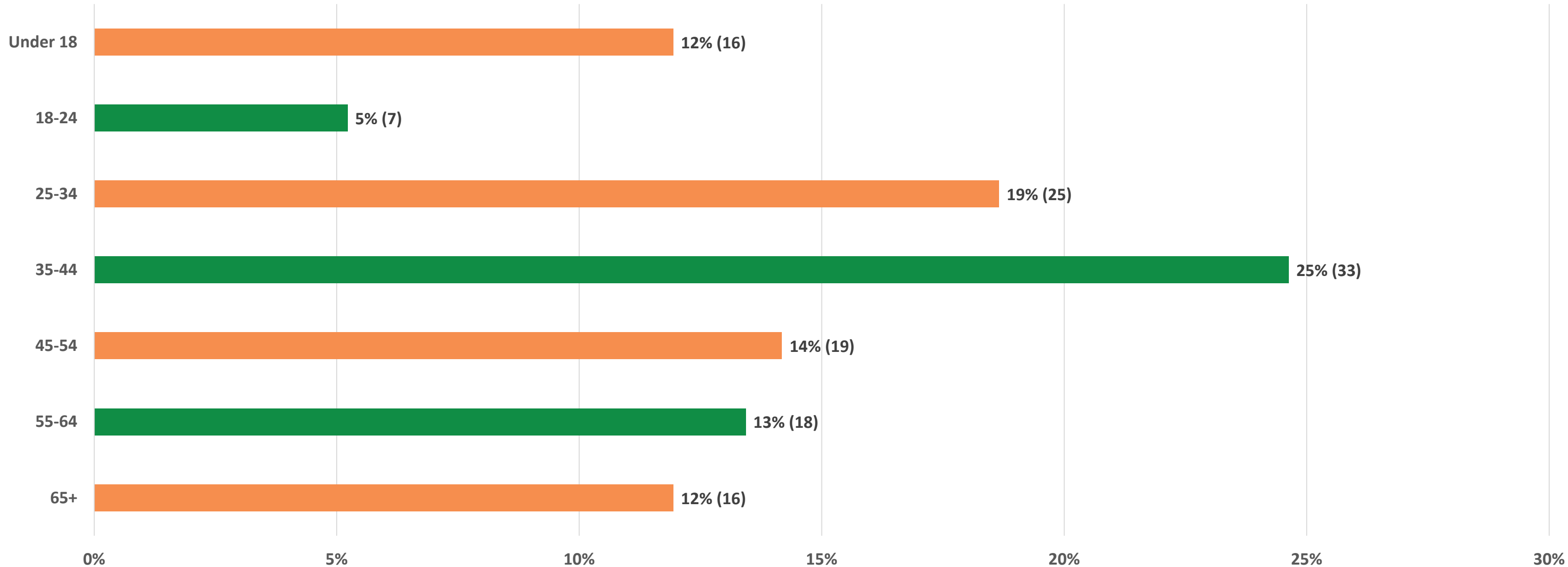


Fig B: Age Chart

GENDER

Most survey respondents identified as **female**. Males make up the second largest group, but it is important to note that 1 respondent identified as non-binary.

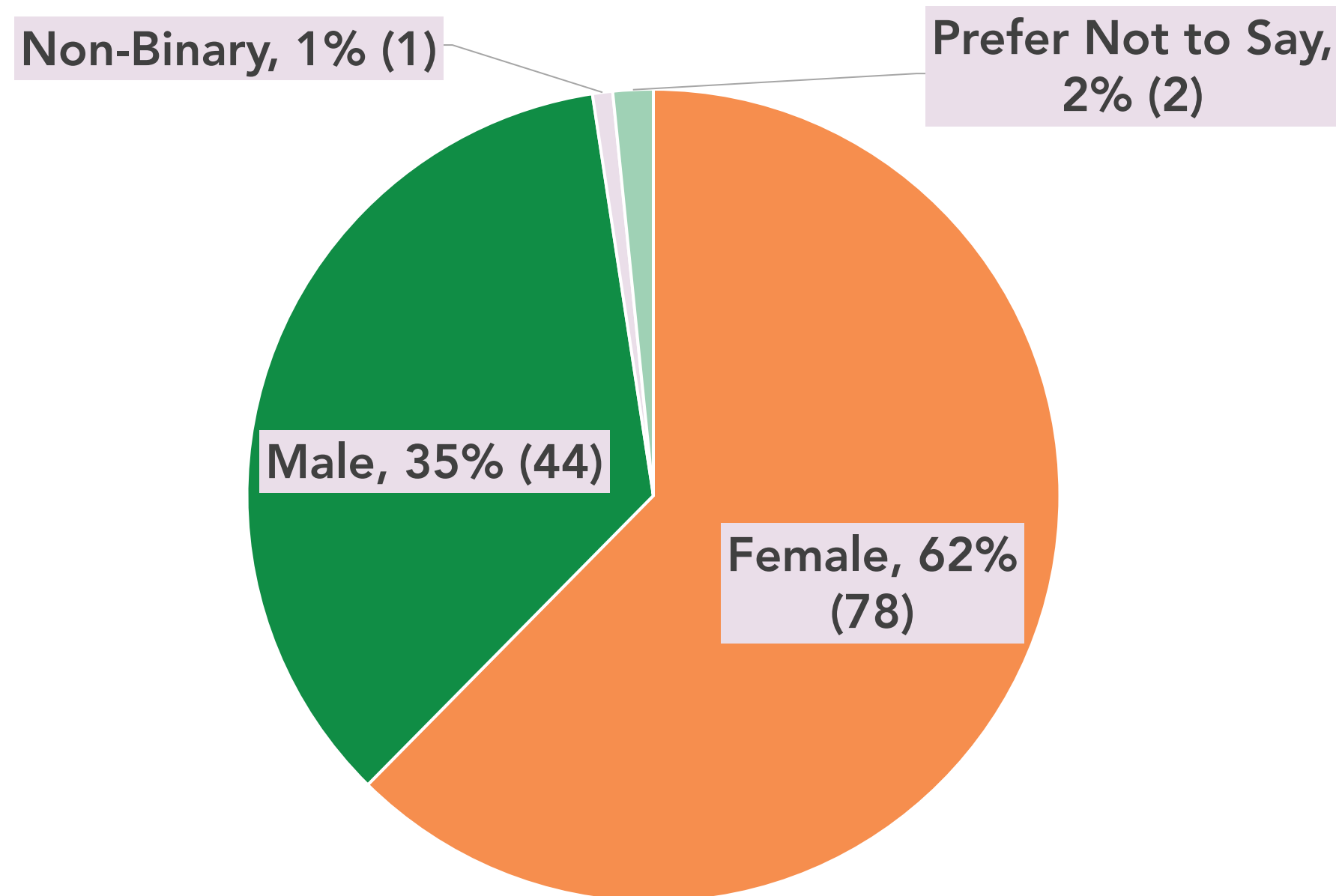


Fig C: Gender of survey respondents

RACE/ETHNICITY

Hispanic/Latino makes up **32%** which is the largest racial/ethnic group of survey respondents.

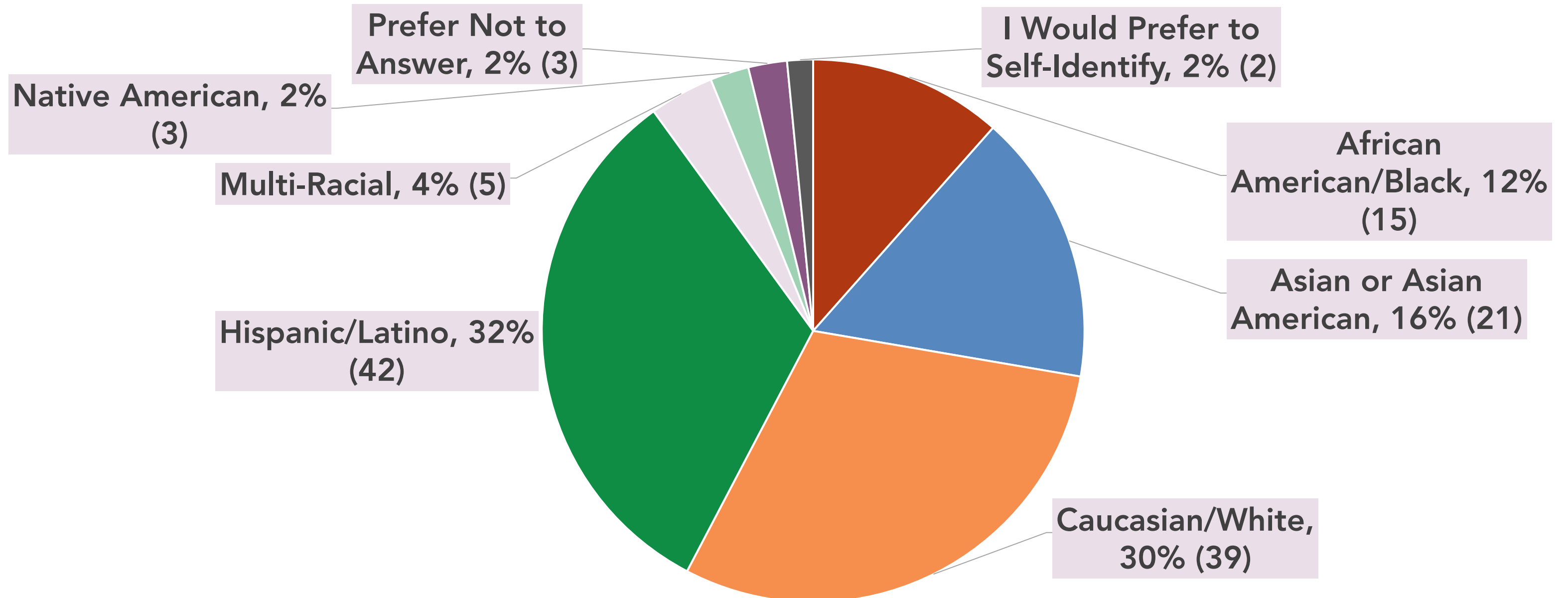


Fig D: Race/ethnicity of survey respondents

HOW LONG HAVE YOU LIVED OR WORKED IN AND AROUND THE AREA?

Most survey respondents have lived or worked in and around the area **for more than 10 years.**

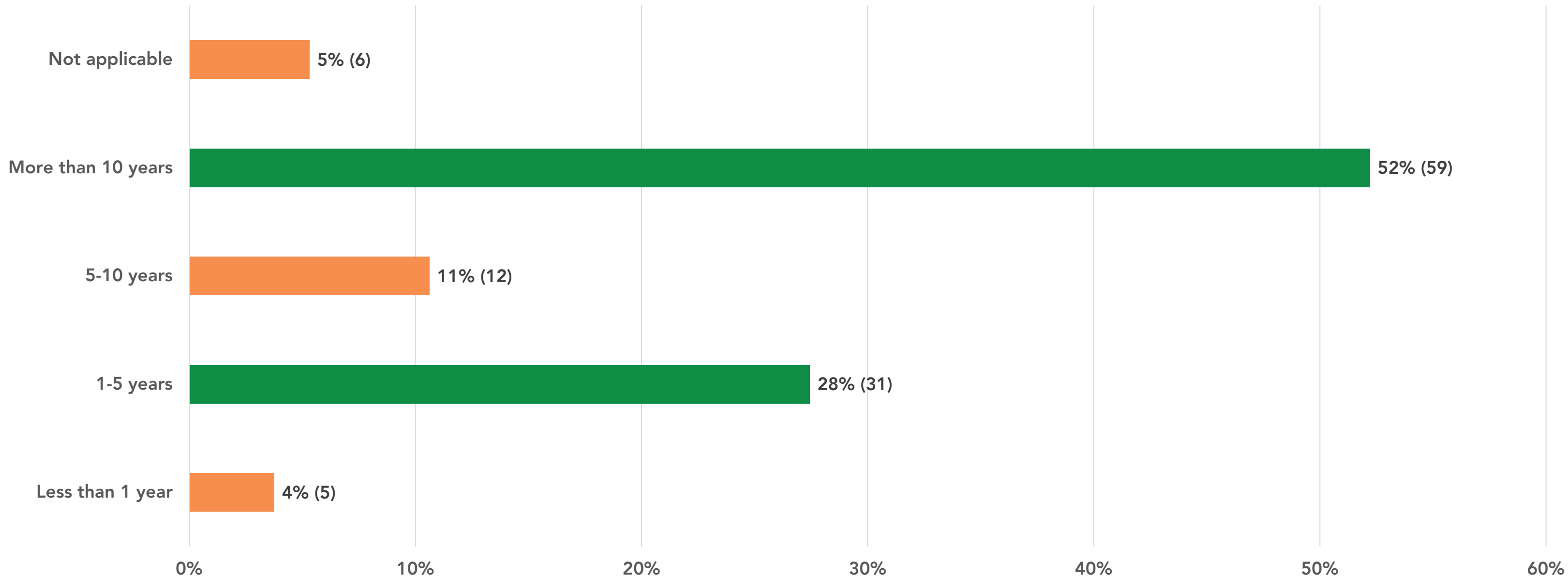


Fig E: Age group of people who live and work around Northgate Blvd.

WHERE PEOPLE SHOP, PLAY, OR VISIT

About **386 destinations** were identified by the survey respondents.

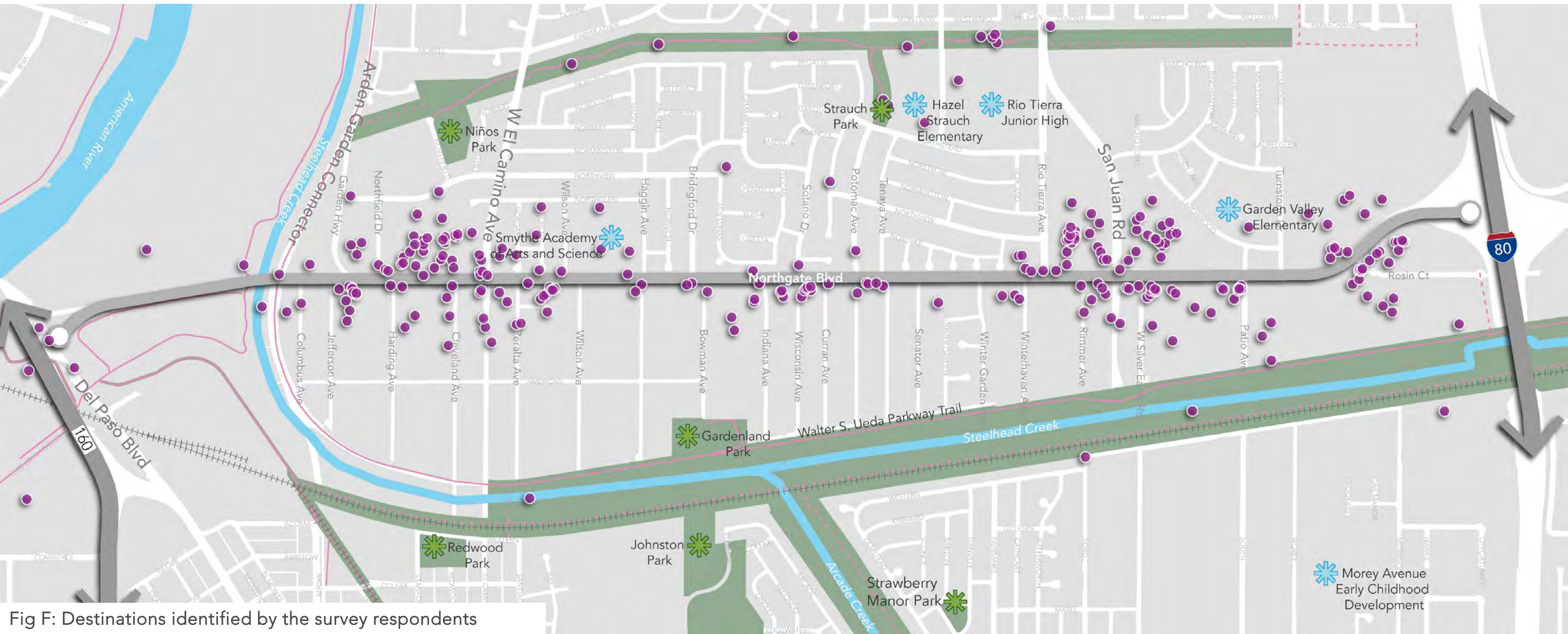


Fig F: Destinations identified by the survey respondents



COMMUNITY VISION

VISION ELEMENTS

The vision elements shown to the right were identified through the common themes found in responses from the survey. This included looking at the overall responses for the questions asked and the open-ended comments that were received.



Improve Safety



Provide Safer Walking/Biking Connections



Improve Shade and Comfort



Celebrate Neighborhood Identity



Strengthen Business and Economic Development

COMMUNITY VISION

Over 80% of responses from people surveyed said they would like to **improve safety for people walking, biking, taking transit and drive.**

** Respondents were able to choose more than 1 answer choice*

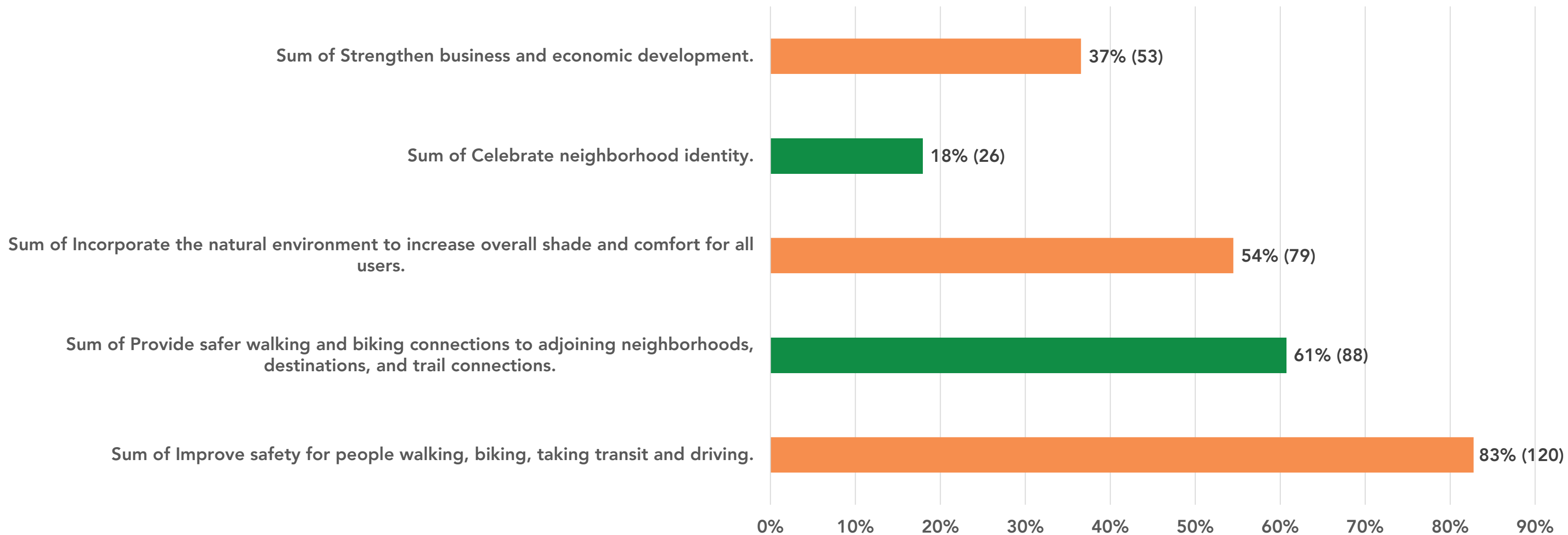


Fig G: Community Vision

OTHER COMMUNITY VISION COMMENTS

Replace the old fence

Red light cameras!

Reduce litter on the streets

Make Northgate a destination rather than just a drive through

"More bus stop covers/shade"

Reduce reckless and excessive speeding by installing roundabouts or speed bumps in intersections that are big enough

Get rid of utilities poles on sidewalks down the blvd.

Better lighting!

Help the trees and add more greenery

Beautification in general, cleaner look

Help the homeless that live along the streets



MULTI-MODAL MOBILITY IMPROVEMENTS

MODE SHIFT ANALYSIS

A **mode shift analysis** was performed using responses from the survey to compare **current and preferred modes of travel** along Northgate Blvd. Overall, there was a desire to **decrease the amount of driving** and **increase the use of other modes of transportation** such as walking, biking, and riding the bus.

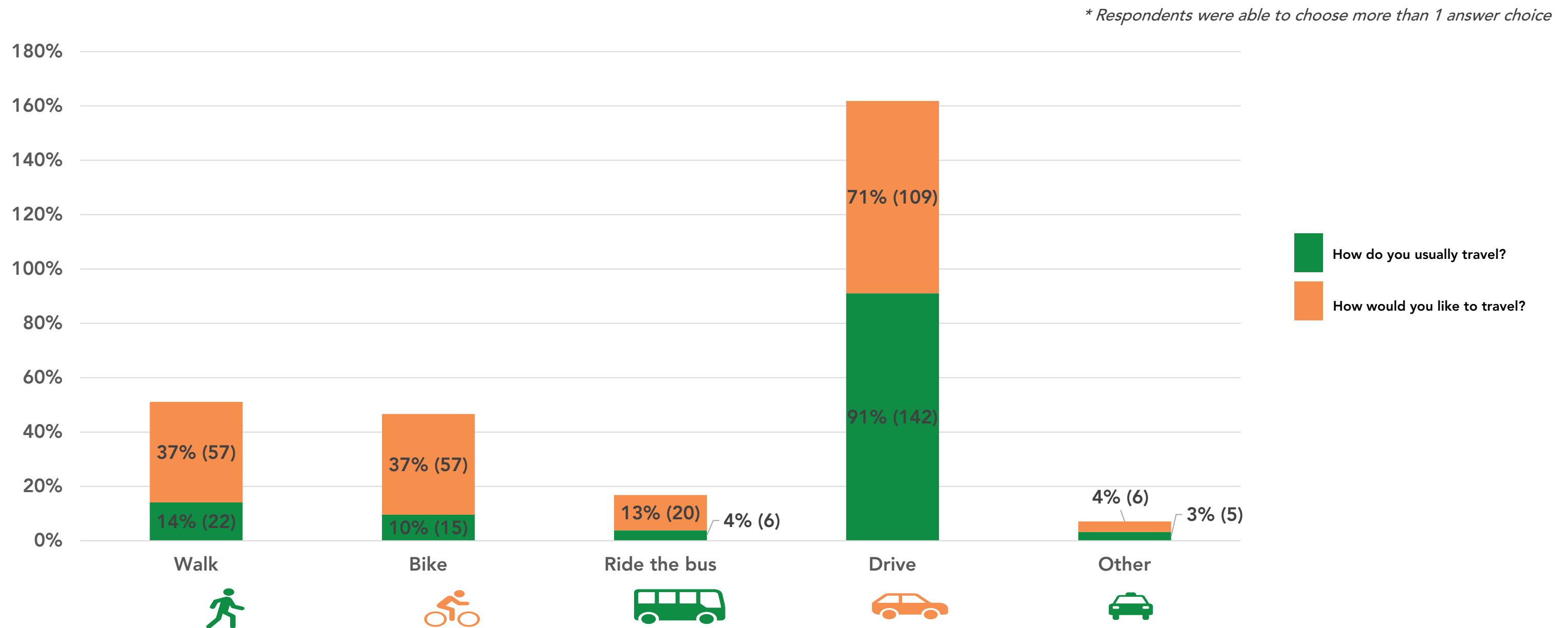


Fig H: How respondents currently travel along Northgate Blvd. and how they would like to travel

MODE SHIFT ANALYSIS -WALKING

Currently 14% of people walk on the corridor, but there is a desire to **increase the amount of people walking to 37%.**



** Respondents were able to choose more than 1 answer choice*

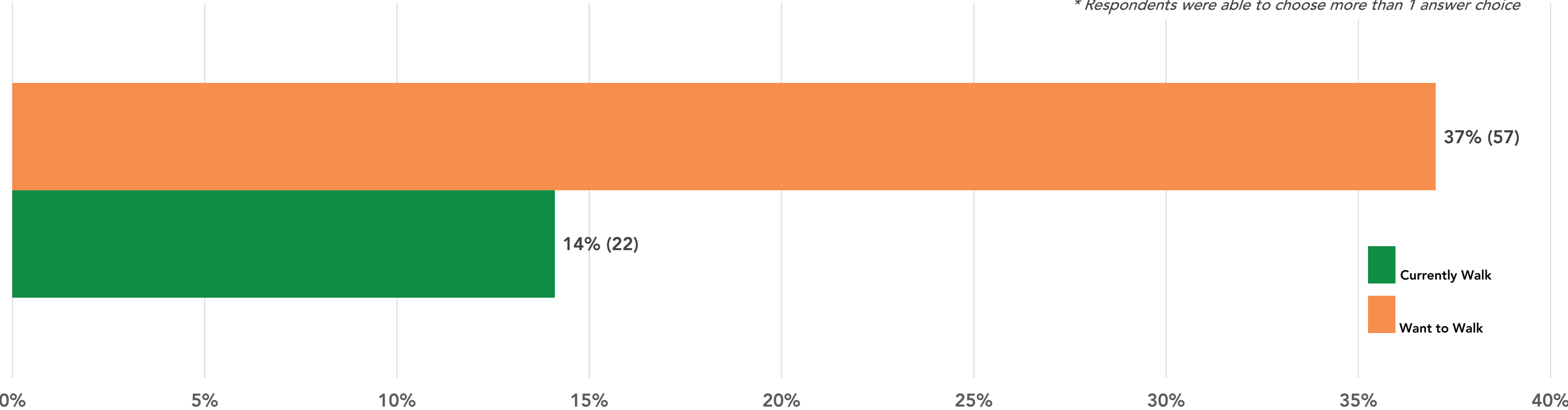


Fig I: Mode Shift Analysis - Walking

MODE SHIFT ANALYSIS -BIKING

Currently 10% of people bike on the corridor, but there is a desire to **increase the amount of people biking to 37%.**

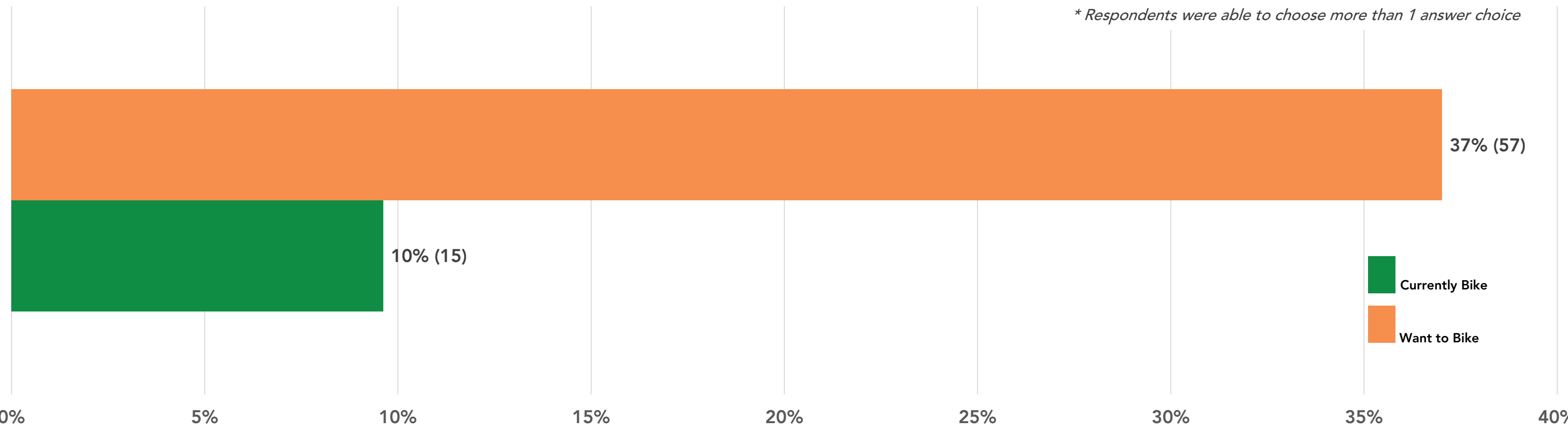


Fig J: Mode Shift Analysis - Biking

MODE SHIFT ANALYSIS -TRANSIT

Currently 4% of people ride the bus, but there is a desire to **increase the amount of people taking transit to 13%.**

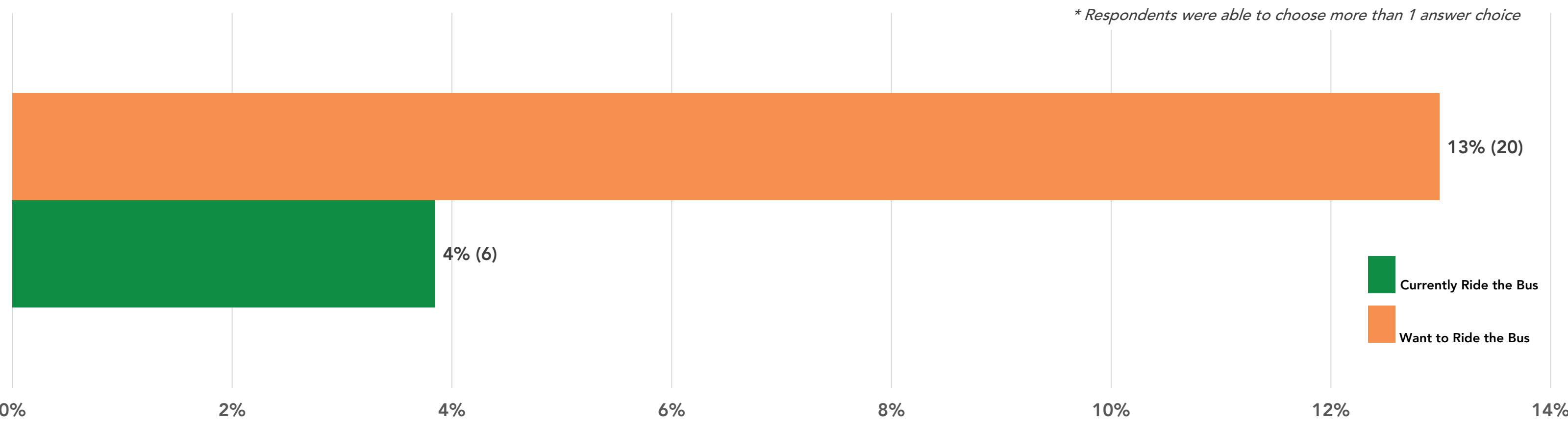


Fig K: Mode Shift Analysis - Transit

MODE SHIFT ANALYSIS -DRIVING

Currently 91% of people drive on the corridor, but there is a desire to **decrease the amount of people driving to 71%.**

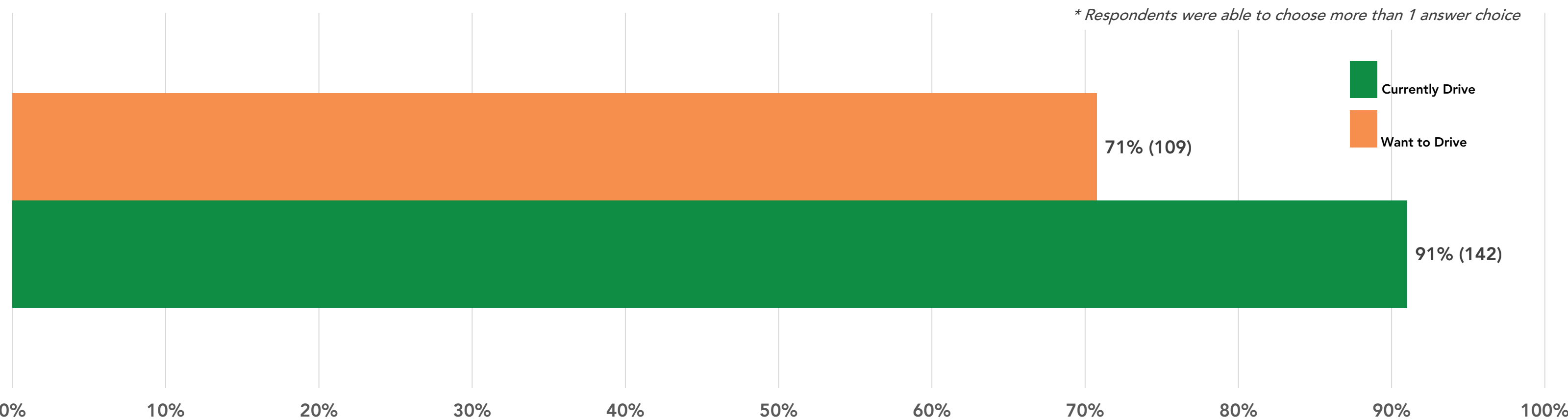


Fig L: Mode Shift Analysis - Biking



EMERGING OPPORTUNITIES

WALK AND ROLL IMPROVEMENTS

About 67% of responses from people said they would like to see more **street and pedestrian lighting**. 64% people also desire **wider and unobstructed sidewalks**.



67% (94)

Street and Pedestrian Lighting



64% (90)

Wider Sidewalks



61% (86)

Street Trees and Shade

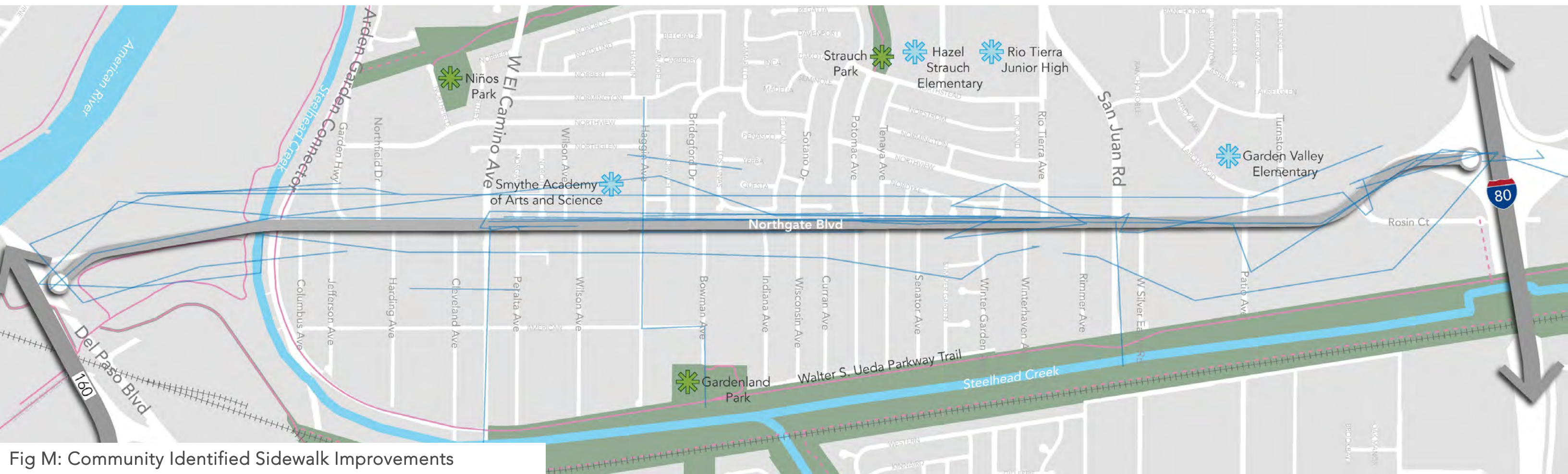


Fig M: Community Identified Sidewalk Improvements

As you walk along Northgate Blvd., are there other **issues or **challenges** that you experience that you would like to improve?**

- Broken glass and litter.
- Homeless block the way.
- Cracks in the sidewalk/no sidewalks.
- Deteriorating and unkept fencing from W El Camino to Rio Tierra St, west side of Northgate.
- Drivers running red lights.
- Slow traffic down with beautification.
- Replace wood and chain link fences with soundwalls and landscaping.

CROSSWALK IMPROVEMENTS

About 59% of responses supported **improving existing crosswalks** and 53% supported **new and more opportunities to cross** the street.



Improved Crosswalks



New Crosswalks

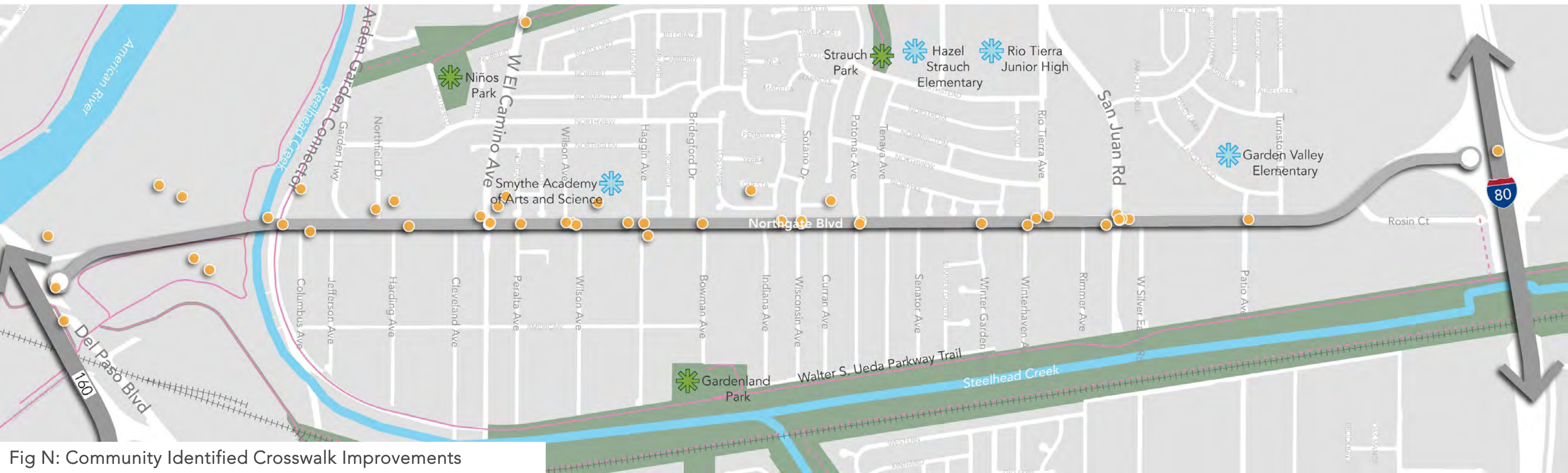


Fig N: Community Identified Crosswalk Improvements

CROSSWALK IMPROVEMENTS

Priority Crosswalk Improvements

Existing Intersections:

- San Juan Intersection
- El Camino Intersection

New Proposed Intersections:

- Between Rio Tierra and Winterhaven
- Wilson Intersection

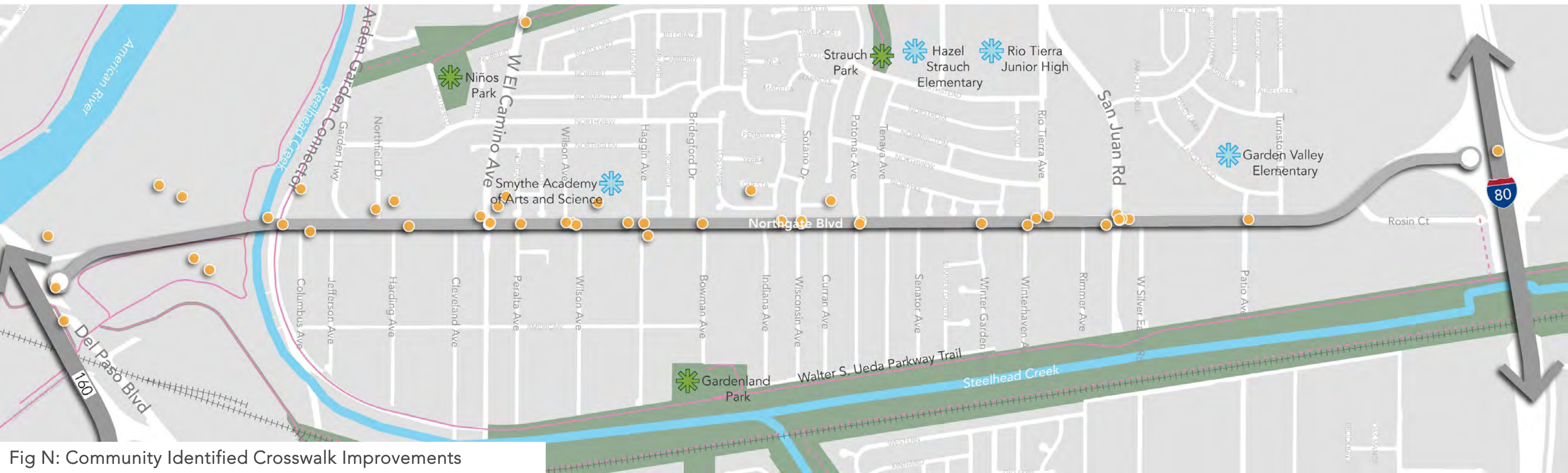


Fig N: Community Identified Crosswalk Improvements

BIKE IMPROVEMENTS

Connectivity was a common theme found in all responses from the survey. 71% of responses supported **improving bike connections** to existing and planned destinations.



71% (87)

Improved Bike Connections



67% (83)

Continuous Bike Facilities



69% (67)

Buffered Bike Facility

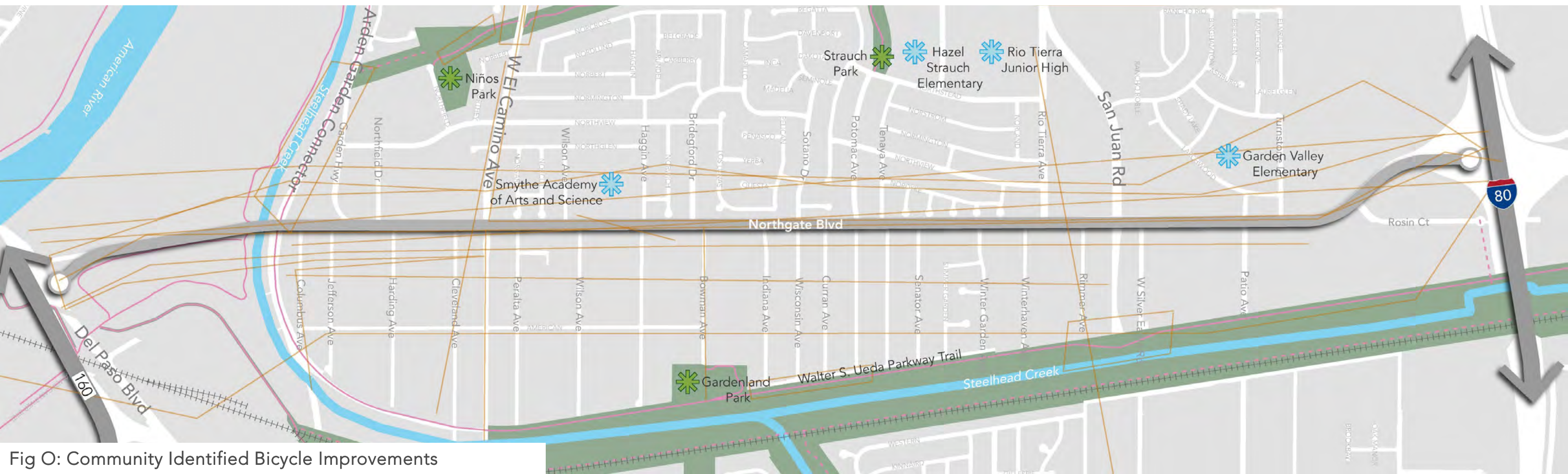


Fig O: Community Identified Bicycle Improvements

BIKE IMPROVEMENTS

When it comes to a preferred bike facility, 69% of responses supported **buffered bike facilities**.



60% (58)

Shared Bike Facilities



42% (52)

New and Improved Bike Parking

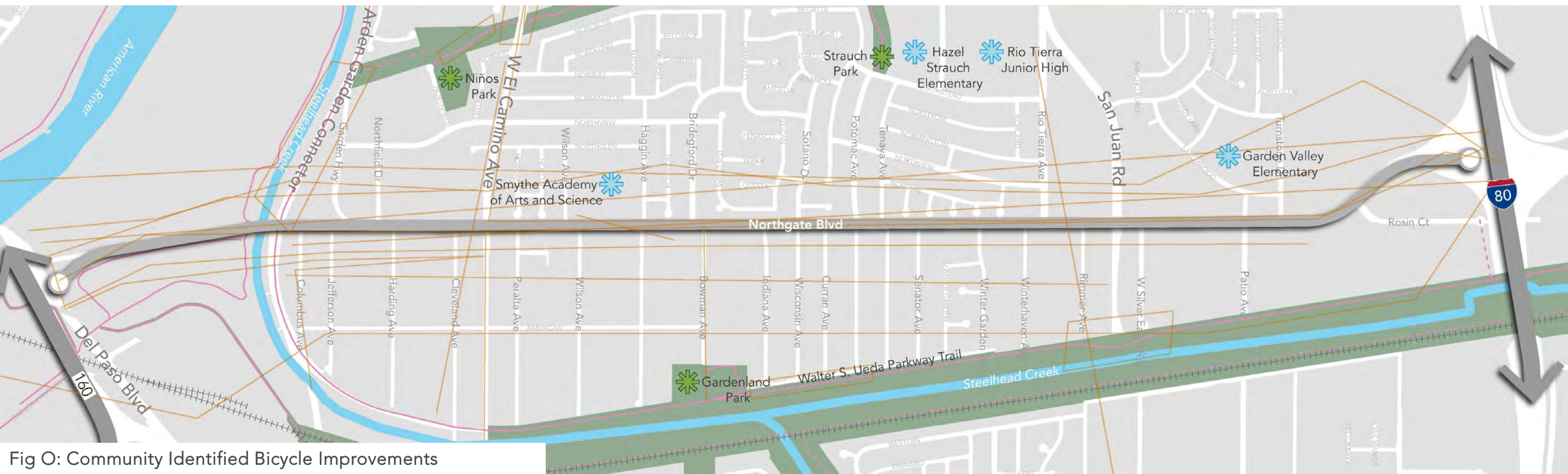


Fig O: Community Identified Bicycle Improvements

When biking along Northgate Blvd , are there other **issues** or **challenges** that you experience that you would like to improve?

- All bike lanes need to be physically separated.
- It is scary to bike because bikers are right beside speeding cars. Bike trails will be nice to have.
- Right now, the bike lanes are too narrow.
- The connection from Northgate to Hwy 160 is awful for bikes.
- There is an obscene amount of glass and debris in the bike lane.
- Potholes and speeding cars cause unsafe conditions.

TRANSIT IMPROVEMENTS

According to survey, there is a **desire to use more transit** if it was more convenient and efficient. 89% of responses supported **improving existing bus stops**.



89% (102)

Improved Existing Bus Stops



51% (58)

Additional Bus Stops with Shelters

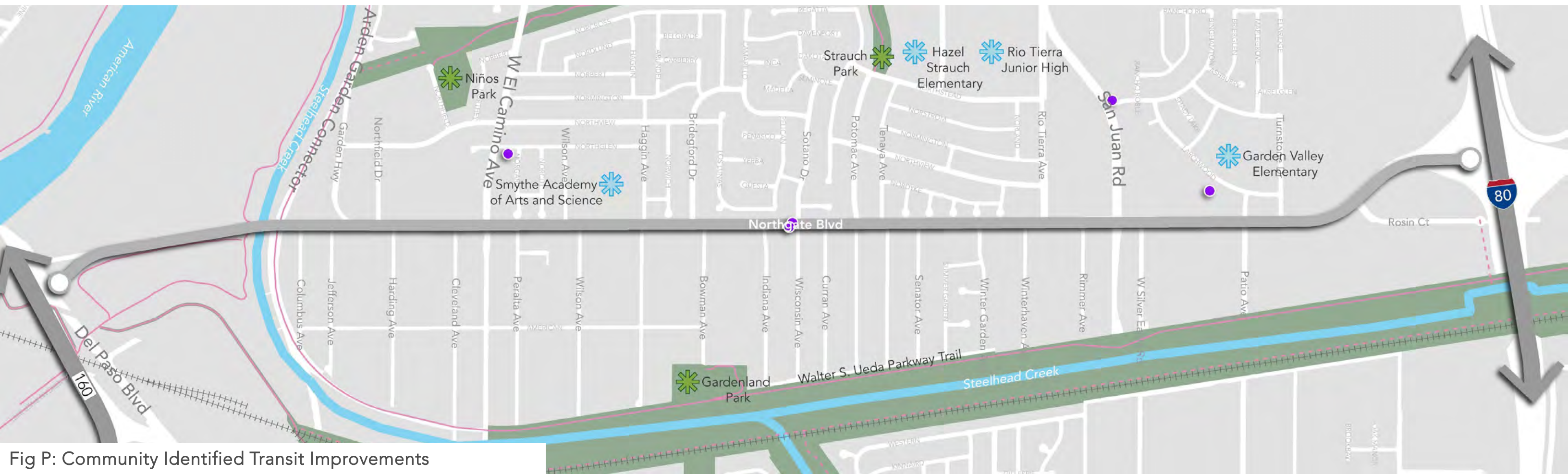


Fig P: Community Identified Transit Improvements

TRANSIT IMPROVEMENTS

Priority Transit Improvements

Existing Bus Stops:

- Bus stop located at the NW corner of San Juan and Binghamton
- Bus stops located south of Sotano/Wisconsin
- Bus stop outside the 7-11 on El Camino

New Proposed Bus Stops:

- Intersection of Ozark.

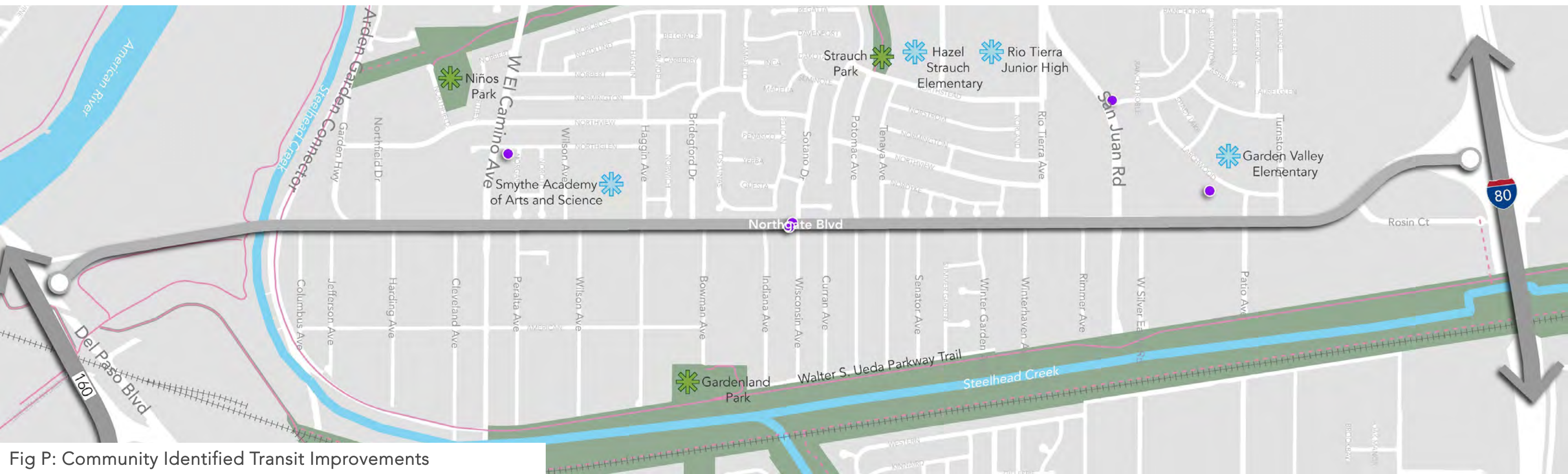


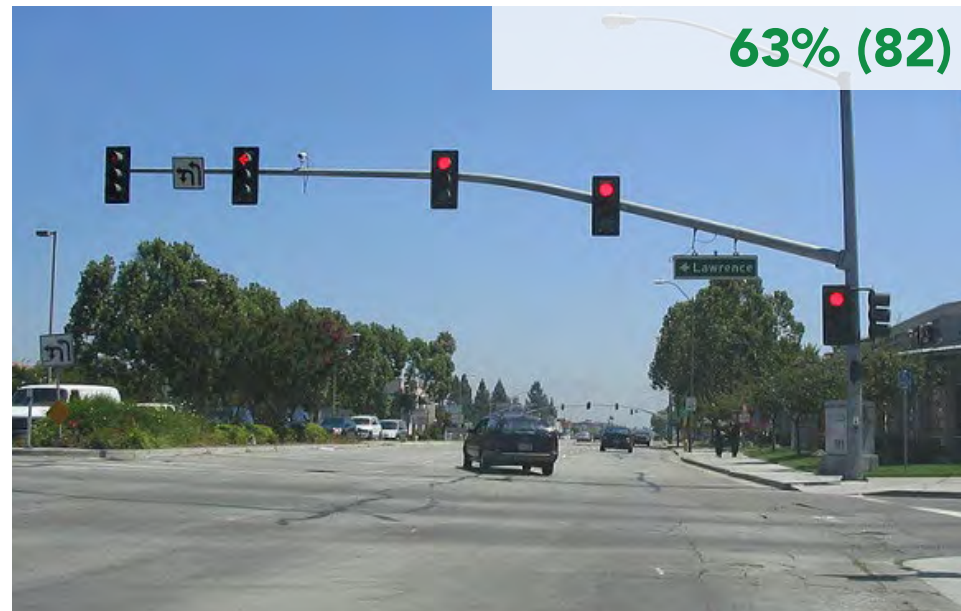
Fig P: Community Identified Transit Improvements

As you move through the corridor using transit, are there other **issues or **challenges** that you experience with transit that you would like to improve?**

- Additional bus routes to shopping areas in North Natomas and downtown.
- Being harassed by homeless people.
- Buses block the bike lane.
- Design distinctive bus stops for Northgate and W. El Camino.
- It's not obvious where the stops are.

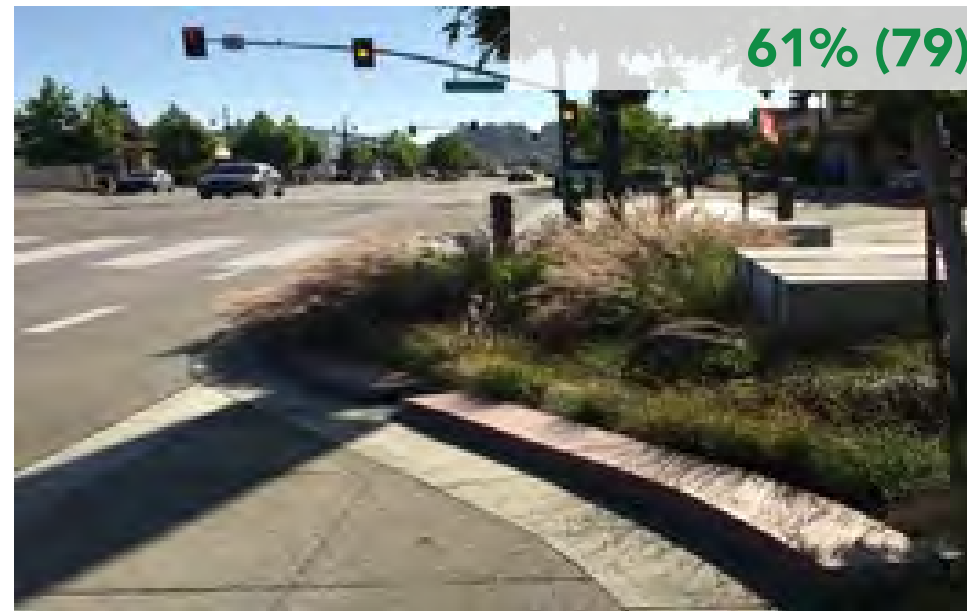
DRIVING IMPROVEMENTS

More than 90% of people currently drive along the corridor. There is support for **improving existing signals** (63%).



63% (82)

Improved Existing Traffic Signals



61% (79)

Managed Traffic Speed for Safety



58% (75)

Manage Traffic Flow with Medians

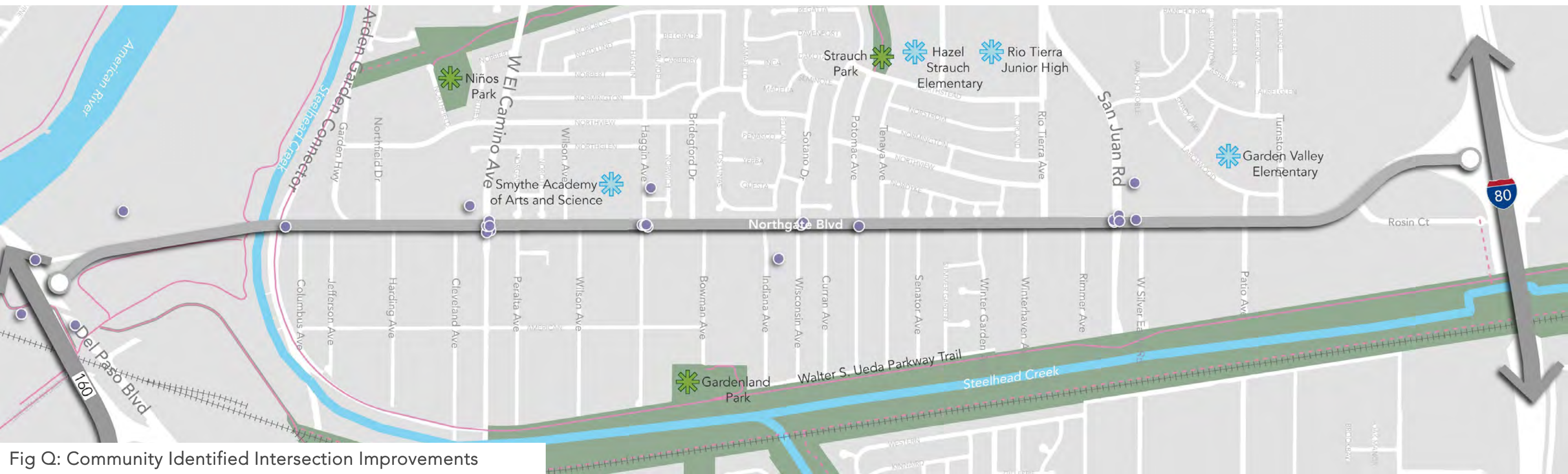
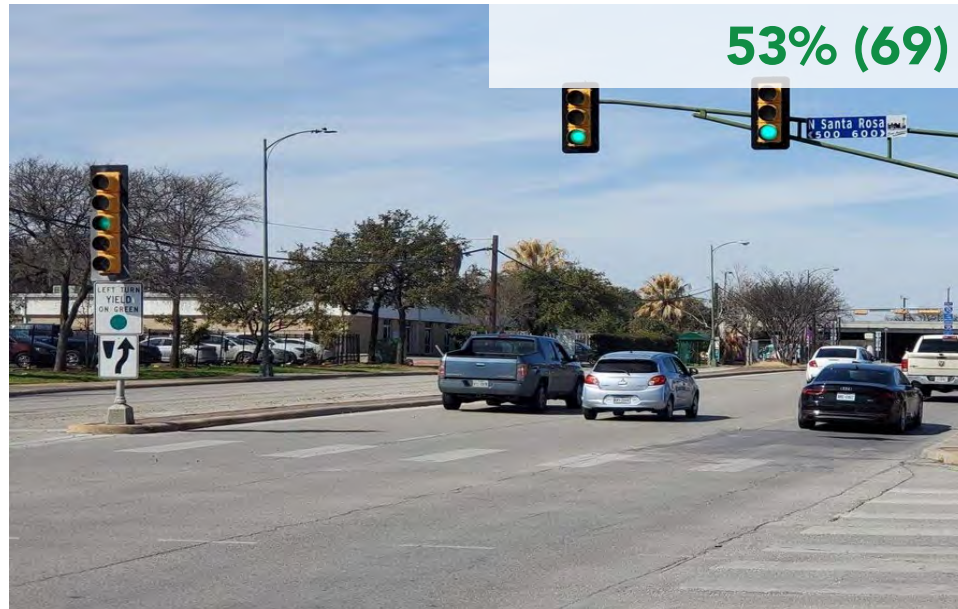


Fig Q: Community Identified Intersection Improvements

DRIVING IMPROVEMENTS

There is also a support **adding new signalized intersections** (53%).



Additional Traffic Signals

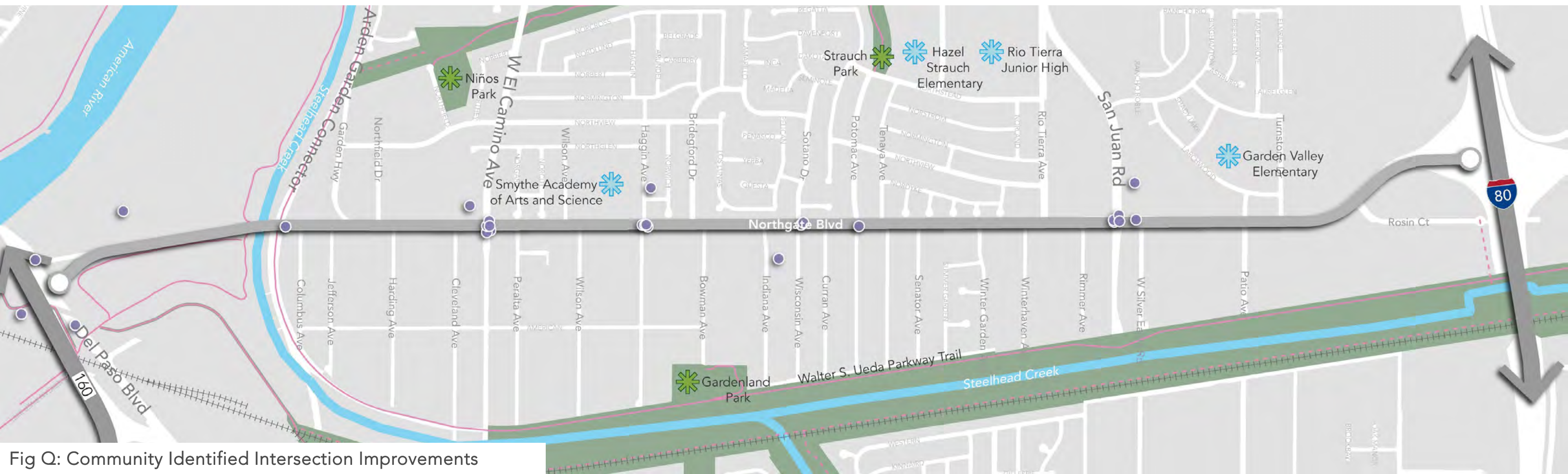


Fig Q: Community Identified Intersection Improvements

DRIVING IMPROVEMENTS

Priority Automobile Improvements

Existing Intersection Improvements:

- San Juan Rd.
- Haggin Ave.
- El Camino Ave.
- Del Paso Blvd.

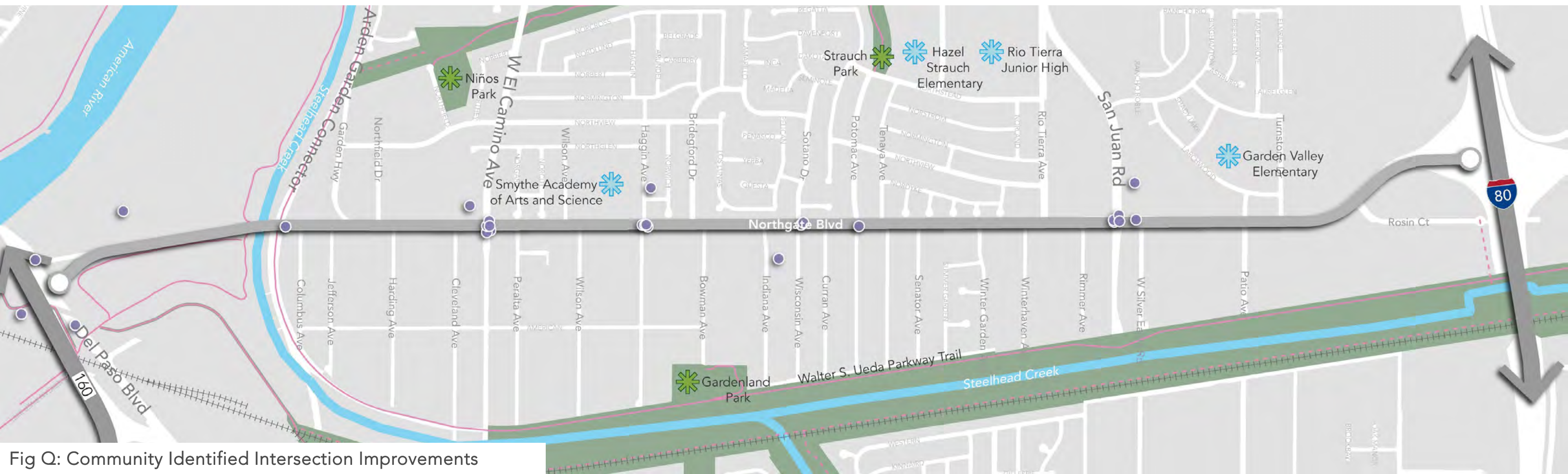


Fig Q: Community Identified Intersection Improvements

As you drive along Northgate Blvd, are there other **issues or **challenges** that you experience while driving that you would like to improve?**

- Cars traveling at high speeds and ignoring speed bumps.
- Drivers running lights, speeding.
- Protected turn lanes especially at the intersection of Jefferson.
- Medians might help with the dangerous drivers who are always in a hurry.
- Lighting! It is horrible driving at night on Northgate Blvd.
- Lower speed limits. "Improving traffic flow" usually just leads to wider lanes and more dangerous cities, let's not make that happen here.

As you drive along Northgate Blvd, are there other **issues or **challenges** that you experience while driving that you would like to improve?**

- Reduce the number of used car lots on Northgate.
- More lighting outside of the businesses for people to see.
- Northgate does not have a place that marks Northgate as a destination. The street is ugly and there are not places that are pleasant to sit outside of a business.
- Outdoor plaza for consumers to hangout after buying food.
- Permanent location for food trucks/vendors.

ECONOMIC DEVELOPMENT IMPROVEMENTS

There is a strong interest in supporting economic development and local businesses. About 69% of respondents supported **wider sidewalks for outdoor retail and commerce**.



Outdoor Retail and Commerce



Wayfinding and Signage

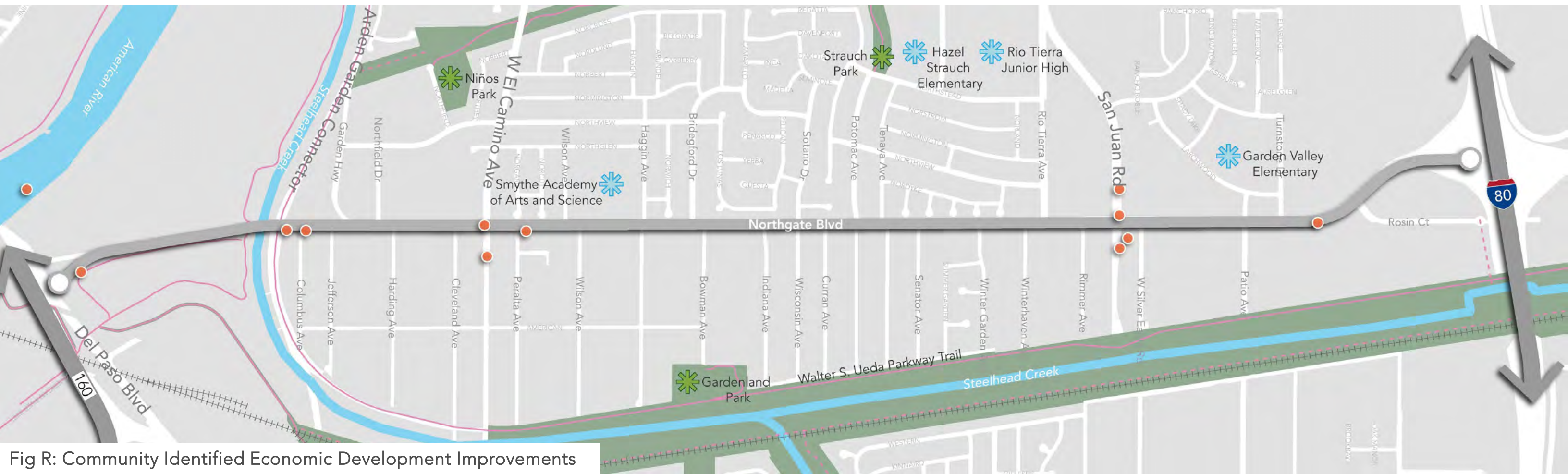


Fig R: Community Identified Economic Development Improvements

ECONOMIC DEVELOPMENT IMPROVEMENTS

Priority Wayfinding and Signage Improvements

- Around the San Juan Intersection
- Around the El Camino Intersection
- Arden-Garden Connector Intersection

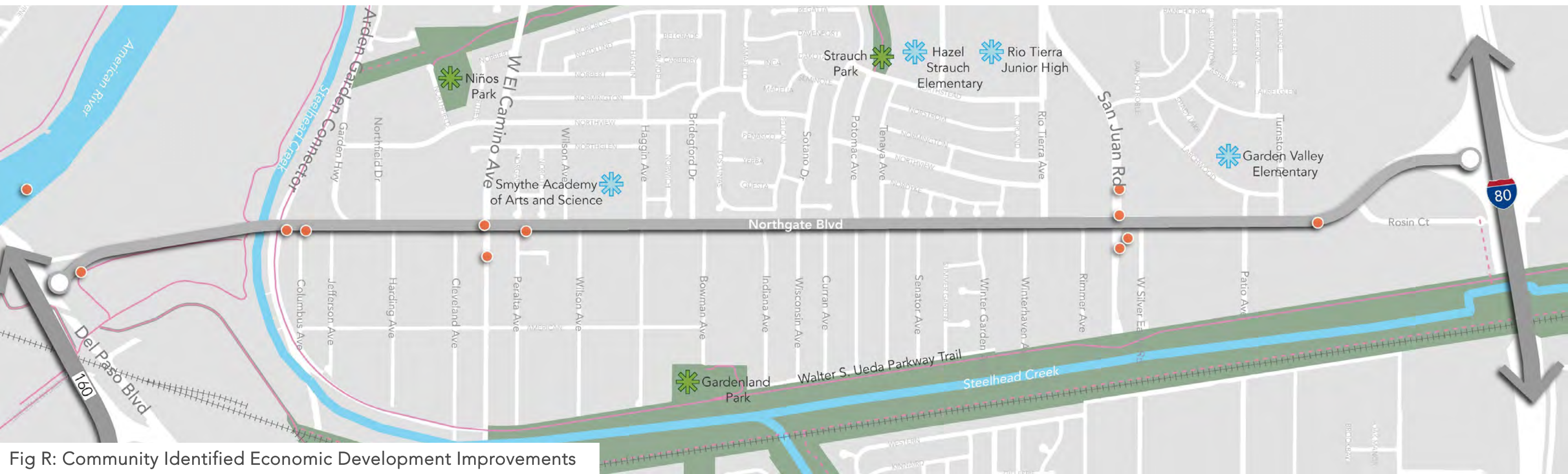


Fig R: Community Identified Economic Development Improvements

Are there other **improvements or opportunities to support local businesses, destinations, and guide economic development** that you think are important?

- Adequate free parking.
- At the site of the new mural, would be great to set a seating area for all the Taco Truck customers. Maybe a small stage for events.
- Building, parking lot, fencing and property improvements.
- Clean up the area so that folks will be encouraged to shop and eat and even mingle. Maybe even include some mini parks - green space with a bench or some shade - not places where people will necessarily hang out like at a regular park, but a sort of resting and chatting space perhaps.
- More traffic cameras!
- Tree canopy is a must for this area.

CELEBRATING COMMUNITY IDENTITY

There is a strong interest in adding natural features and art along Northgate Blvd. 74% of respondents supported **adding natural elements to create a sense of place.**



Natural Elements to Improve Water



Celebrate Community Identity

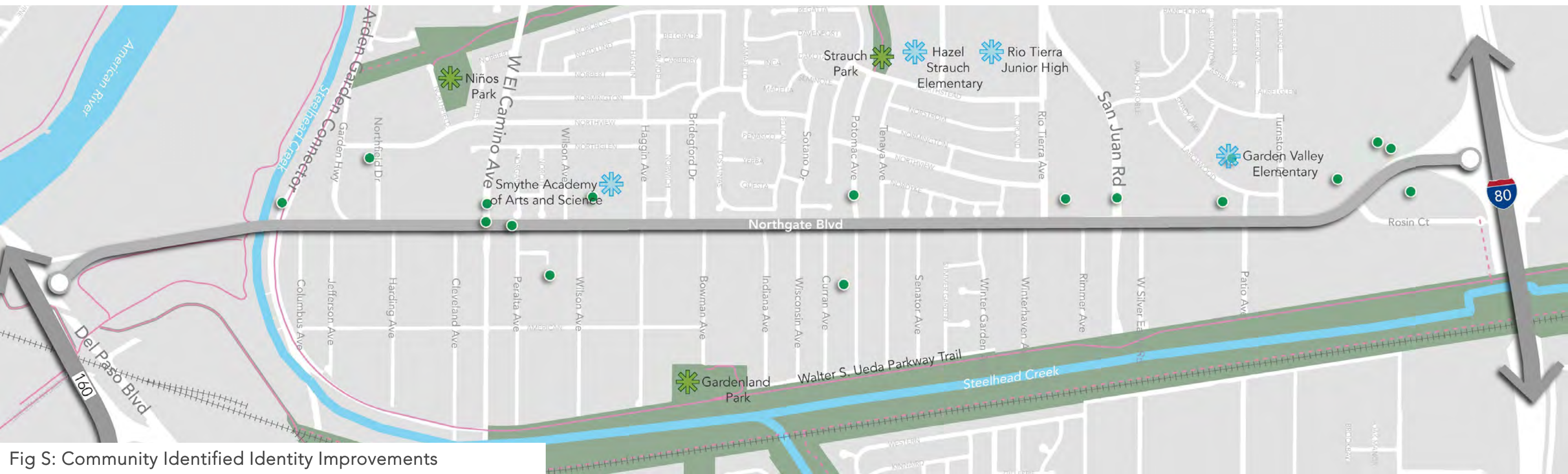


Fig S: Community Identified Identity Improvements

CELEBRATING COMMUNITY IDENTITY

Priority Art Improvements

- Around the Rosin Intersection
- Around the El Camino Intersection and Alethea Elementary
- Around Garden Valley Elementary
- Around the San Juan Intersection

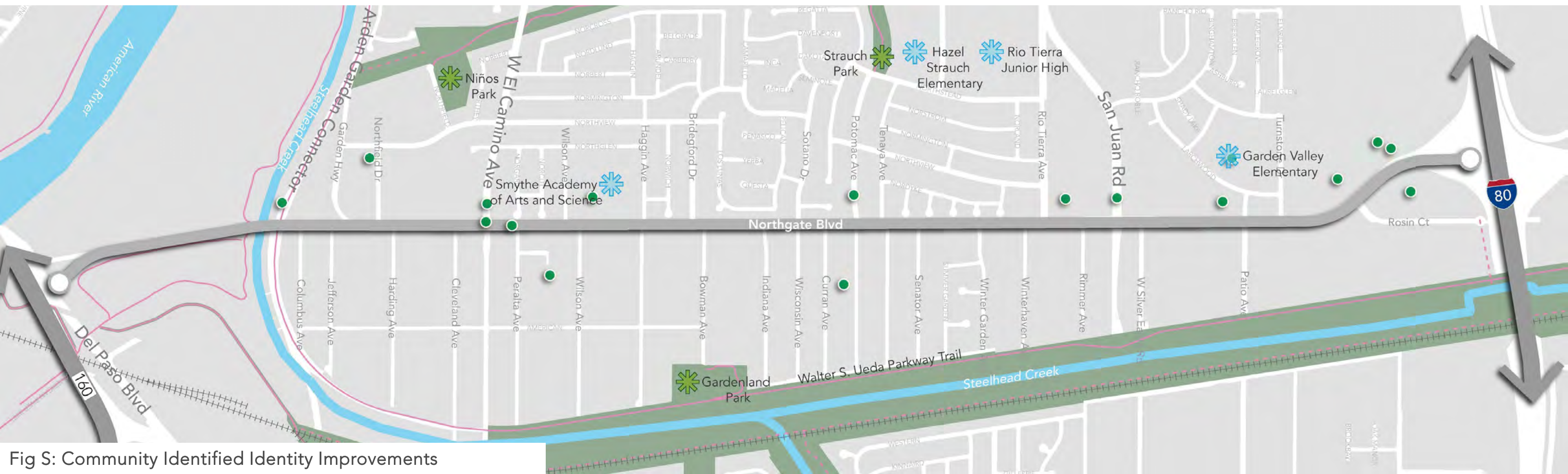


Fig S: Community Identified Identity Improvements

Are there other **opportunities to celebrate community identity** that are important to you?

- Consult with local artists.
- Convert one of the empty fields into a vendor's market with benches, shaded area and art. A place to meet.
- Ethnic food truck parks that are clean, safe and well-lit at night.
- I love the idea of murals to brighten and rejuvenate the area and celebrate the primarily Latino culture of this corridor. Flags would also be a nice touch perhaps. And some sort of annual event on Northgate Blvd. Fulton Avenue has the annual Cruise Fest. Perhaps Northgate could have an annual something or another that celebrates the heritage and potentially brings people in to learn more. Something that goes beyond a movie in the park.

Are there other **opportunities to celebrate community identity** that are important to you?

- I think something that speaks to the history and diverse culture would bring unity to the area.
- Replace the barbed wire fencing with wall of art.
- Some pictures/plaques with historical photos and information. Northgate was heavily lived in by migrant farm workers.

Additional Comments

- Anything helps. We do want Northgate to become a corridor for commuters to bypass 5 to get to the North Natomas.
- Better passageways for services for parks, need more lighting and more security, need to be safer.
- Bury overhead wires to improve appearance of Northgate Blvd.
- I think the main problem in Northgate right now is safety or security and too many homeless in the area.
- I would really like to see this corridor become a viable business district and perhaps include an art center or some similar type of space"
- It would be nice to have a drinking fountain in the area of Northgate and Garden Highway. Currently there is an open grass field. It would be cool to see that corner in a more natural settings. Maybe paths through the area.
- Save the Oak trees please!